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PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCII

NEW YORK, JULY 1, 1915

No. 1



Tickling the Palate of a Nation

All the world likes cheese—the Frenchman his Brie and Camembert and Roquefort; the Italian prefers his Parmesan and Gorgonzola; the German considers his Limburger or Muenster unsurpassed; the Swiss swears by Gruyère and Schweitzer; the Englishman has his Cheshire, Cheddar and Gloucester.

Nearly everybody in America eats some kind of cheese, from the plain "American" to the odorous foreign varieties which may be located in the dark without a match.

We Americans are most cosmopolitan in our tastes. We like our own American cheese, but we can also appreciate the palate-tickling qualities of Camembert and Gorgonzola and Stilton, *et al.* Nowadays we don't have to go to Europe for our cheese—we make 'em all right at home—and most of it in Wisconsin.

Lucullus, or his butler, may know how to order by name a

cheese for which a special fondness has been cultivated.

But how about the great "rest of us"?

We say to the grocer-man—"—and I think I'll have some cheese," specifying American or Swiss if it be the docile, unobtrusive, home-broke sort we wish, or Roquefort, Brie, Gorgonzola or Camembert if our tastes run to antiques.

But to get down to cases. Isn't there a great big opportunity to market a line of cheeses under a trade-marked brand? American cheese-makers thus far have made no attempt to create a demand for such trade-marked products. They have ignored the power of printers' ink to establish the reputation of their goods and so increase their own profits.

The opportunity exists and has anybody a better right to take advantage of it than Wisconsin, the greatest cheese-producing State of them all?

(Continued on page 85)

311509

Why I Gave My Account to FEDERAL



'EVER-READY'

You know our market and how to make our merchants want to work with us.

AMERICAN SAFETY RAZOR CO., INC.

IN fields where competition is keenest FEDERAL SERVICE shines the brightest.

No need to enumerate the dollars spent on safety razor advertising; many thousands were spent in vain on brands that never got over.

But among the few that came and conquered, Ever-Ready is conspicuous. It enjoys universal distribution both in drug and

hardware stores. Its demand is built on bed rock. The dealers are for it.

The same men and methods that made the Ever-Ready a success are at the disposal of non-competing advertisers in this field.

If you seek a specialized service that is based on accurate knowledge with the guess work eliminated, then it is time you got acquainted with FEDERAL.

"Put it up to men who know your market"

FEDERAL
ADVERTISING AGENCY
241 West Thirty-ninth Street, New York



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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

VOL. XCII

NEW YORK, JULY 1, 1915

No. 1

How "Hotpoint" Has Made "Big" Competition Step Lively

The Ins and Outs of the Work That in Ten Years Put Ontario, Cal., on the Map

By R. E. Dildine

THE story of Hotpoint invasion of the electrical field might be called a modern commercial version of the well-known Bible tale that featured the nerve and prowess of little David in giving battle to the giant Goliath.

The result has not been fatal to the big interests in this case, but the little invader has certainly made a big place for itself in the sun of consumer demand.

The fundamental features of the Hotpoint success are advertising and the constructive selling methods that make advertising effective.

Moreover, the Hotpoint business, developed from the proverbial shoestring in a field dominated by big interests, is conclusive evidence that old man Opportunity is still making his rounds notwithstanding the tendency toward big business.

BEGINNING OF THE BUSINESS

About ten years ago there was a little town in Southern California which had made no claim to distinction. It was off the beaten track of tourist travel and few people, except those living in its immediate vicinity, knew of its existence. Its name, Ontario, has since become known throughout the country as the home of Hotpoint products.

E. H. Richardson, founder of the Hotpoint business, was then an electrician employed by the Ontario Power Company.

Though possessing an active mind and a progressive spirit that he put to good use later, Richardson then had no particular prospects. His employers built a hydro-electric generating station and harnessed the water power in a nearby canyon. After it was completed and put into operation they discovered that it produced more power than they could sell. They sought a broader market.

The heating element in electricity was just beginning to develop at that time. Richardson conducted some experiments and produced a crude electric iron. Several models were made and placed in homes for a practical demonstration. They worked more or less satisfactorily. Richardson saw a vision of commercial development for his device. He left his regular employment and began to produce irons in a small shop. His original idea was to sell his product to laundries. He made a type of iron suitable for that market which he introduced in nearby towns and cities. A few irons were placed in Los Angeles through the co-operation of Levi Booth & Sons, dealers in machinery.

This connection led to one of the Booth sons becoming interested in the venture. He and Richardson formed a company, which they called the Pacific Electric Heating Company. Young Booth went into the business against the advice of his father

and brothers. They scoffed at the idea of it ever being a success.

However, Booth put into the business enough capital to begin the work of developing a market. At first operations were confined to Southern California. The laundry field proved a disappointment as a market. Laundry workers did not take kindly to the new device. It was difficult to get many of them to use it. This was partly but not altogether due to various mechanical defects that developed in the early models. This experience with the laundry trade, however, proved valuable in

demonstrated the utility of the iron. The business developed gradually for a period of about four years, and it is said that it has always been maintained on a paying basis.

The greatest difficulty during that period seemed to be that of raising money for expansion. Although the development of the Hotpoint business is now a matter of over 10 years, the concern did not come into national prominence until six years ago. At that time the business furnished employment for about 50 people in the factory and office force. Distribution was confined practically to

THIS DOUBLE-SPREAD IS THE BASIS OF A MAILING FOLDER FOR DEALERS, WITH PLENTY OF SELLING TALK ON THE REVERSE SIDE AND MARGINS

perfecting the product, because of the practical test that it underwent by being in constant use for ten hours a day. Some idea of these early mechanical difficulties may be gleaned from the fact that the first irons were not guaranteed. After a while they were guaranteed for one year. They are now warranted for ten years. This, of course, applies only to the heating element.

Efforts to get the laundry trade were soon discontinued and have never been renewed to this day.

Distribution in homes was first secured in California through a small force of traveling salesmen who called on retailers and dem-

onstrated the State of California. In addition to the iron one other product, an electric toaster, had been developed. Advertising had found no place in the business.

NOW A "FAMILY" OF 24 PRODUCTS

During the past six years the company has developed a family of 24 products, ranging in price from \$2 to \$50 retail, for which a national distribution has been secured. The increased volume of sales has entailed the addition of ten times the number of employees and the establishment of branch factories and distributing plants in Chicago and Toronto, Canada. The present output of

The Space Buyer

has much the same problem as the sales manager whose worth must be gauged by ability to separate wheat from the chaff—draw a line between live prospects and dead ones, and concentrate upon possible *purchasers*—not wasting expensive ammunition on those who merely have curiosity.

It's easy to buy circulation with a big percentage of waste—circulation that means "advertising," but not necessarily salesmanship.

Today the automobile industry is served by a group of highly specialized publications, with a paid circulation of

more than 100,000

comprising the vital purchasing units—manufacturers, jobbers, dealers, garagemen, and car owners. These subscribers are all "motor wise" and wield a big influence in every community throughout the country. We want space buyers to get our story *straight*. We want them to appreciate the merchandising advantages of:

The Automobile

Member A. B. C.

Motor Age

Member A. B. C.

Motor World

Member A. B. C.

Motor Print

Member A. B. C.

PUBLISHED BY

THE CLASS JOURNAL COMPANY

239 West 39th Street, New York

CHICAGO

DETROIT

CLEVELAND

the company is over 1,600 appliances for every working day throughout the year.

When it was decided to seek a national distribution the company found it advisable to make some radical changes in its selling policy, and other changes have become necessary as the business developed.

Salesmen had been used to secure distribution in California, but the selling expense was so high that a similar method seemed impracticable as applied to the whole country. It also meant a large and unwieldy organization to create and maintain.

Consumer advertising in publications of national circulation and direct-mail advertising to dealers formed the basis of the sales policy finally decided upon. Later these factors were supported by additional features in dealer co-operation.

The first consumer advertising was confined to small space in several popular magazines.

A series of mailing pieces were sent to dealers. These silent salesmen were prepared with a great deal of care. They were designed to show the goods and tell about them just as a human salesman should do it—perhaps more effectively than some salesmen would do it, because the sales argument was carefully and thoroughly constructed and standardized. A salesman might overlook a good point. The printed matter worked automatically and presented a uniform story, complete but condensed and right to the point.

Utility was made the strong appeal. This was backed up with the story of national advertising and the sales and profit possibilities for the dealer. If the Hotpoint policy has succeeded in doing one thing better than another it is that of securing effective dealer co-operation.

The writer sought to discover the secret of Hotpoint success in this respect, but he failed utterly to locate any ingenious device or method for performing the function of creating dealer good will. In fact, there is no evidence that the difficulty of getting dealer co-operation has ever constituted a serious problem in this business.

DEALER HAS NOT BEEN ANTAGONIZED

The reason for this is quite likely due to the fact that the company began its campaign with a proper view-point of the dealer and eliminated everything of a negative nature from the appeal to and relations with the trade. No attempt was made to force the dealer to do anything that he could not see the advantage of doing. The method of approach always said in substance: "Here is a good thing. Let us show you. You be the judge."

An example of this is shown in the simple method used to get the initial order for goods from dealers.

A return postcard was enclosed with each piece of printed matter. The reverse side of this card contained a printed order for a sample appliance, which merely required the signature of the dealer. The order, however, stated



HOW CUT PRICES FOR
LIMITED TIME PERIOD
ARE ADVERTISED IN
THE MAGAZINES

The Nichols-Finn Idea

Welds Advertising and Merchandising With Economy

WE believe that Advertising is a machine that is indispensable to the *economy* of modern Merchandising.

We believe the only *real* Advertising is the kind that actually *earns profits* at a *lower selling* cost than they can be produced in any other way.

The growth of the Advertising and Merchandising Accounts handled by this agency is the best proof that our clients are buying *results*—buying them *economically*.

Let us demonstrate to you what we can do for your business in making your Advertising *earn more*—at net *saving* in selling expense per units of merchandise moved.

Our booklet, "Advertising With The Gloss Off," says some true things about Advertising that, we believe, have never been said before. It hits the economic keynote.

Shall we mail you a copy?

NICHOLS-FINN
ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO
71 WEST 23RD STREET, NEW YORK



"Intelligent, Sustained Effort Insures Success"

plainly that the sample would be sent on 30 days' approval, with transportation charges prepaid, and that it could be returned, transportation collect.

This method is still used to secure new customers and to introduce new appliances to old customers.

It will be seen that this idea serves a broader purpose than merely that of showing a sample to the dealer, as the latter is urged to take advantage of the time allowed for testing the salability of the article. The result that this naturally leads to is obvious. The Hotpoint business grew steadily and in the meantime the company gradually made additions to its family of products.

HANDICAP OF NAME AND LOCATION

However, it was not all smooth sailing. For one thing the company found its name and location a handicap. Some dealers were inclined to be skeptical about electrical products that were offered by a new concern located in some unknown and far-Western place. The name was changed to Hotpoint Electric Heating Company. An office and distributing plant were opened in Chicago.

In 1911, two years after the initial effort to secure a national distribution, the company felt warranted in considering an expansive programme in consumer publicity. "Hotpoint Week" was the result of an earnest effort to discover some means of putting a big sales-creating punch into the work of creating a broader market.

The sales-stimulating-week idea is no longer a novelty in sales promotion. It is not claimed that this idea originated with the Hotpoint people, but there is no doubt that their method of applying it was to some extent original. And it was certainly effective.

It appears that the primary object of "Hotpoint Week" was to introduce the new appliances that the company was perfecting and adding to its line.

The company asked dealers to conduct, on a certain date, a special week's sale on a new appli-

ance, the article in question to be sold at half price or a 50 per cent reduction. To make this proposition attractive to retailers the company promised to assume a liberal share of the expense involved, including both the cost of publicity and the sacrifice of profit.

To be exact, the company allowed the dealer an extra discount of 33½ per cent on the goods he was asked to sell at a 50 per cent reduction. By this arrangement the company sacrificed its own profit, but was not obliged to take an actual loss. On the other hand, the dealer made a small profit in spite of the liberal reduction in the sale price.

Moreover, if the dealer was inclined to speculate he could buy enough of the new appliances to meet the cumulative demand for some time after the sale.

Dealers were, of course, obliged to buy goods for the sale in advance, but the company agreed to accept, on the special terms, all orders that were mailed up to and including the last day of the sale. This gave the dealer an opportunity to anticipate future demand at a very special price. By doing this he could, if he desired, average up his profits so that no sacrifice whatever would be involved in the sale.

If a dealer couldn't see the true spirit of co-operation in this proposition he would indeed be hopeless.

In addition the company agreed to arouse public interest in the sale by a heavy broadside of advertising in publications of national circulation just prior to the event. The use of a double-page spread in color in the *Saturday Evening Post* was featured.

LOCAL AID BY DEALERS

Dealers were asked to localize the event by the various means at their command, such as newspaper advertising, window display and store demonstration. They were not required to do anything that involved expense, but were informed of the advantages in co-operating in the publicity to the extent of their ability, and many

(Continued on page 114)



B. DE N. L. ROBERTS
*has been appointed
Manager of the Rate
Department of the
CHELTENHAM
Advertising Agency.*

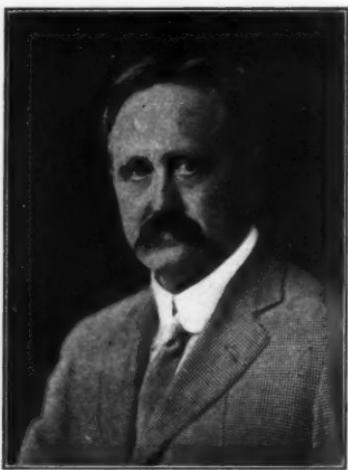
INGALLS KIMBALL

President

11 EAST 36TH STREET
NEW YORK

H. S. Houston and Philadelphia Are Choice of A. A. C. of W.

THE eleventh annual convention of the Associated Advertising Clubs of the World, held in Chicago, closed a five-days' session, the most largely attended in the history of the club movement, on Thursday evening, June 24. Herbert S. Houston, vice-president of Doubleday, Page & Company, of New York, had been elected president to succeed William Wood-



HERBERT S. HOUSTON, PRESIDENT A. A. C. OF W.

head, publisher of *Sunset Magazine*, for two years at the head of the organization. Philadelphia was announced as the place where the next convention will be held. The date will be fixed later.

The other officers of the Associated Clubs, chosen on the last day, are as follows:

Vice-president — Lafayette Young, Jr., of the Des Moines *Capital*.

Secretary and general manager — P. S. Florea, of Indianapolis (incumbent).

The six representatives on the executive committee chosen by the National Commission are: F. A.

Black, Boston; E. T. Meredith, Des Moines; W. H. Lee, New Haven; William H. Ingersoll, New York; W. H. Johns, New York, and John Clyde Oswald, New York.

The members of the executive committee chosen by the convention were these:

Walter B. Cherry, Syracuse, N. Y.; W. C. D'Arcy, St. Louis, for two-year term.

W. W. Cloud, president of the Baltimore Advertising Club and president of the Bank of Maryland; Frank H. Rowe, Toronto, for one-year term.

The two holdover members of the executive committee are A. E. Chamberlain and A. M. Briggs, of Chicago.

President William Woodhead, upon retiring, automatically becomes a member of the executive committee.

THE NATIONAL COMMISSION

The members of the National Commission for the ensuing year, as elected or retained by the different departmentals, are as follows:

ADVERTISING AGENTS

W. H. Johns, George Batten Company, New York.
Stanley Clague, Taylor-Critchfield-Clague Advertising Company, Chicago.
W. C. D'Arcy, D'Arcy Advertising Company, St. Louis.

AGRICULTURAL PUBLISHERS

H. C. Klein, St. Paul.
T. A. Barrett, Orange Judd Publishing Company, New York.
E. T. Meredith, *Successful Farming*, Des Moines.

RETAIL ADVERTISERS

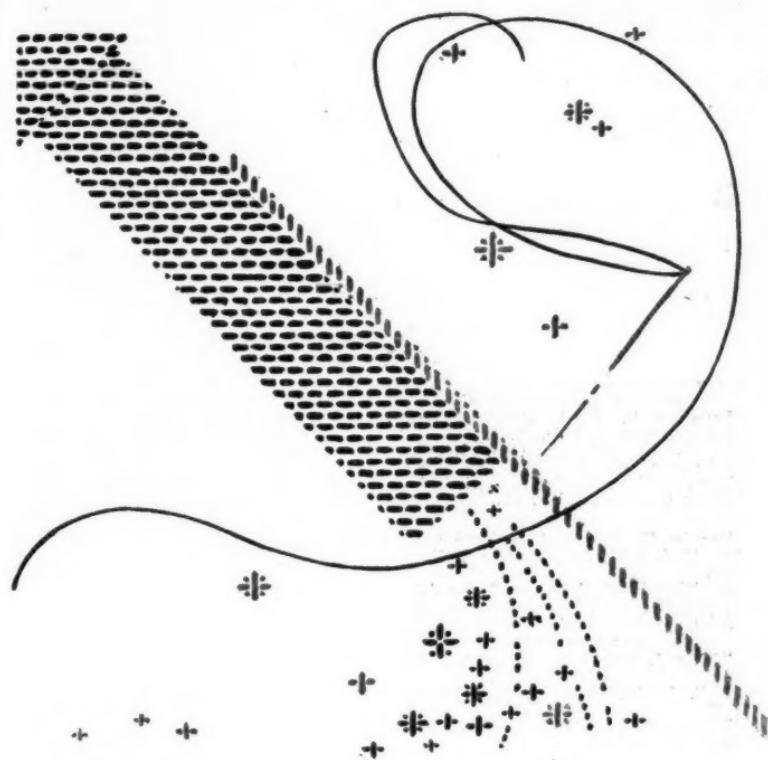
Frank A. Black, William Filene's Sons Company, Boston.
P. T. Irish, Thorsen-Seelye, Inc., Detroit.
A. G. Chaney, Titche-Goettinger Company, Dallas, Tex.

DIRECTORY PUBLISHERS

W. E. Murdock, Sampson & Murdock Company, Boston.
R. H. Donnelley, Reuben R. Donnelley Company, Chicago.
D. W. Bowman, Akron, O.

NATIONAL ADVERTISERS

W. H. Ingersoll, R. H. Ingersoll & Bro., New York.
O. C. Harn, National Lead Company, New York.



EVERY copy of our three-quarters of a million circulation is shot straight into the home of a woman who buys Needlecraft by the year. No newsstand circulation—not a single copy.

NEEDLECRAFT

"FOR THE WOMAN WHO SEWS"

1 MADISON AVENUE

NEW YORK CITY

G. B. Sharpe, De Laval Separator Company, N. Y.

BUSINESS PRESS

John Clyde Oswald, *American Printer*, New York.

W. H. Ukers, *Tea & Coffee Trade Journal*, New York.

A. A. Gray, *Electrical Review & Western Electrician*, Chicago.

GRAPHIC ARTS

H. H. Cooke, New York.
Charles Francis, of Charles Francis Press, New York.

Joseph Potsdamer, Ketterlinus Lithographic Company, Philadelphia.

MAGAZINES

R. G. Cholmeley-Jones, *Review of Reviews*, New York.

A. C. G. Hammesfahr, *Collier's Weekly*, New York.

Herbert S. Houston, Doubleday, Page & Co., New York.

SPECIALTY MANUFACTURERS

Lewellyn E. Pratt, Passaic Metal Ware Company, Passaic, N. J.

H. B. Hardenburg, Pres., H. B. Hardenburg Company, Brooklyn, N. Y.
Theo. R. Gerlach, Vice-pres., Gerlach-Barklow Company, Joliet, Ill.

POSTERS

Kerwin H. Fulton, Van Beuren & New York Billposting Company, New York.

E. Allen Frost, Attorney Poster Advertising Company, Chicago.

John Shoemaker, Washington.

RELIGIOUS PRESS

Walter J. McIndoe, *Continent*, New York.

J. F. Jacobs, Jacobs & Co., Clinton, S. C.

Thomas Daly, *Catholic Standard and Times*, Philadelphia.

NEWSPAPERS

Hopewell L. Rogers, *Chicago Daily News*.

Louis Wiley, *New York Times*.
W. S. Jones, Minneapolis *Journal*.

INGERSOLL AGAIN CHAIRMAN

The National Commission effected permanent organization by choosing William H. Ingersoll, of New York, marketing manager of Robert H. Ingersoll & Brother, who has been head of the commission during its temporary organization for the last year, as chairman, and O. C. Harn, of New York, vice-chairman.

There was the customary interest over the award of trophies. The PRINTERS' INK Cup went to the Minneapolis Advertising Forum, and was yielded by the Advertising Club of Los Angeles. The Advertisers' Club of Indianapolis won the Baltimore Truth Trophy.

Just after the convention, the new executive committee of the

association met and decided to inaugurate a nation-wide campaign to "advertise advertising." The object of the contemplated movement is to put advertising on a more substantial foundation in the public mind, making the facts clear that advertising is an economic benefit, in that it does not increase the cost of the article advertised. W. C. D'Arcy, of St. Louis, was appointed chairman of a committee to gather evidence and submit a plan for the



LAFAYETTE YOUNG, JR., VICE-PRESIDENT
A. C. OF W.

campaign within ninety days. Others who will assist Mr. D'Arcy are Herbert S. Houston, the newly elected president of the organization; E. T. Meredith, publisher of *Successful Farming*, Des Moines; Walter B. Cherry, of the Merrell-Soule Company, Syracuse, and Harry Tipper, of the Texas Company, New York. P. S. Florea, secretary-treasurer of the A. A. C. of W., will act as secretary of the committee.

The election of Lafayette Young, Jr., as vice-president was not accomplished without some

(Continued on page 17)

A Market for 10,730,670 Pairs of Men's & Women's Hosiery

The consumption of hosiery by the multitude of people who read "The Philadelphia Bulletin" aggregates over Ten Million Pair a year.

Think of an average daily demand for 35,000 pairs!

357,689 people buy "The Philadelphia Bulletin" each day—but the members of their families make the number of readers 1,073,067.*

The average man or woman will buy at least 10 pairs of hose a year—but the average normal boy may go through a pair of stockings in a few days.

You know how much of this hosiery trade you are getting now. Probably a share so small, comparatively, as to be infinitesimal.

This constant, continuous and ever increasing throng of "Philadelphia Bulletin" buyers are open to conviction. Why not talk to them? You can do so every day, or twice a week, or just once a week. Tell them about the quality of the hosiery you have to sell—your goods may have wear-resisting virtues they would like to know about.

It requires no stretch of imagination to see the tremendous selling possibilities afforded manufacturers who present their story to the readers of "The Philadelphia Bulletin."

Think of the number of pairs of hosiery that will be bought by these people today and tomorrow and every day without let-up—then ask yourself how long you are going to keep your door shut to this wonderful sales-producing and continuous Business Building opportunity.

We are ready to give any Hosiery Manufacturer all the facts about this great hosiery buying family.

"How Ivins Did It," is the title of a booklet every manufacturer and agent should read. Mailed upon request.

THE PHILADELPHIA BULLETIN

* This allows only 3 persons to each family, whereas the United States Government Census Statistics give 4.7 persons to each family in the United States.

An
**ADVERTISING
CAMPAIGN**

From January 29th to June 15th, 1915, a series of 68 advertisements on the power and application of national advertising appeared as full pages in the Philadelphia Public Ledger and Evening Ledger.

A book reprinting 46 of these advertisements, representative of the fundamental idea of the campaign, has been issued under the title "An Advertising Campaign."

A copy of this book will be sent gratis to anyone interested.

These advertisements were addressed to manufacturers and merchants of Philadelphia. They sought to shed light on, and awaken an interest in, the development by

national advertising of industries whose possibilities have never been realized.

Philadelphia, as it is used in this campaign, may be accepted as a generic term. With slight modification of certain facts and figures the name of any one of several other cities might be substituted.

It is possible that some of the contents of the book may be of informative or inspirational value to individual manufacturers.

Requests for copies should be addressed to the Advertising Department, Metropolitan Tower, New York.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

"The Proof of the Pudding"

Another interesting fact for agencies to point out to their clients is the ability of The Farm Journal to make good for advertisers, and to show that it is making good.

As you know, in every field of printed advertising (newspapers, magazines, farm papers, circulars, letters) the value of the various media used is determined by the definite returns therefrom. If a plan of advertising does not produce so that the advertiser can see his money coming back, that plan is discarded. If some one medium fails, its use is discontinued.

This point is suggested to the agent lest some day somebody may endeavor to go over his head and claim that The Farm Journal is good for direct sales but less effective where dealers distribute the goods, whereas the local papers, which admittedly do not yield the bulk of traceable inquiries, are wonderful in getting the dealer's attention. This, of course, is merely the argument of a salesman trying to sell what he has rather than what the advertiser needs to buy—but nevertheless we don't want any of our agency friends to be innocently injured by having such a trick worked on their clients.

Personally, we glory in the thousands of records that show The Farm Journal's strength in traced-result advertising. For the matter of that our ability to produce inquiries for dealer-sold goods is quite as pronounced as it is for getting replies for mail-order advertisers.

If you think you'd enjoy more facts about the one large *national* farm paper going to real country folk, ask THE FARM JOURNAL, Philadelphia, for its chart showing the records of 26 representative advertisers.

excitement. As predicted, Herbert Houston's election to the presidency was unopposed. S. C. Dobbs, of Atlanta, made the nominating speech and under suspension of the rules one vote was cast.

But it had been evident from the first day that a fight would center about the office of vice-president. Douglas N. Graves, of Boston, nominated Gus W. Thomasson, of Dallas. William Freeman, of New York, nominated Lafayette Young, Jr., of Des Moines. The vote as taken gave Thomasson 168 votes and Young 365. On motion of Mr. Thomasson the vote was made unanimous.

In his speech of acceptance, Mr. Young pledged himself to the furtherance of business integrity, and said that he came into office as a newspaper representative—this being the platform upon which Mr. Freeman had urged his election.

The chair's call for nominations for secretary brought out a demonstration for P. S. Florea, who has held that office now for several years. He was instructed to cast one vote for himself.

A significant feature of the last afternoon session was the report of the National Commission. W. H. Ingersoll, its chairman, pointed out that the harmony, illustrated by the complete absence of any dissenting resolutions being returned by the resolutions committee, with which the present convention was conducted spoke well for the new spirit of co-operation which was making itself felt in all the branches of advertising.

He regarded the organization of departments by the newspapers, college papers and teachers of advertising and their representation in the National Commission as extending the already far-reaching power of organized advertising. Financial advertising interests and manufacturers of proprietary articles had filed application for membership. These indicated, in Mr. Ingersoll's judgment, the significance of the possibilities of a central clearing-house completely covering every branch and phase of advertising.

To properly harmonize these varying interests the National Commission decided to appoint a Trade Practice Committee, made up of one member from each department, which will pass on questions of ethics.

In his inaugural address, President-elect Houston referred to the work which both PRINTERS' INK and the PRINTERS' INK Cup are doing.

"I want to say just one word of appreciation on behalf of the association," he said, "for that great trade journal, the greatest, I believe in America, the one that most definitely reflects the spirit and temper and thought of a great field of thought, PRINTERS' INK. (Applause.)

"We are certainly under an enduring debt of gratitude to PRINTERS' INK for having offered that Cup to the clubs for annual competition, and I want to particularly call the attention of every club to the fact that each succeeding year when these contests for the PRINTERS' INK Cup are held, the contestant who finally gets under the wire, not by a neck but by a nose, is a veritable educational club." (Applause.)

He furthermore urged upon the Associated Clubs the need of widening their scope for doing constructive work.

Mr. Houston suggested that one of the problems of business was keeping peace between nations, and declared that the keynote of maintaining peace was commerce. His idea would be to provide a world court of arbitration, and then if any nation refused to settle its squabbles in court to bring economic pressure to bear on the unruly country and force it to behave by shutting off its commerce.

CLOSER ORGANIZATION BY INTERESTS EFFECTED

It is a little difficult to sum up the Chicago convention in a word. Previous conventions have done it for themselves. At Omaha in 1910 it was "Education." Boston's slogan was "Vigilance"; Dallas's "Efficiency"; Baltimore's "Truth." The Declaration of Principles came out of Baltimore and the

Standards of Practice out of Toronto last year. Both of these were steps in the direction of organization, and, in spite of the effort to make the keynote of the Chicago convention "Extension," which originated in the Agricultural Papers' Departmental and was taken up by others, and the feeling of some of the enthusiasts of the educational interests that it should be "Investigation," as a slogan that covered both educational and vigilance activities, the thought of "Organization" seems to be the biggest idea of the Chicago convention and to take in both of the other thoughts.

The organization of the field by interests was almost completed at Chicago. The advertising agencies and newspapers, which had previously hesitated to join the National Commission outright, did so join at last. The premium interests are willing to join and were given favorable recognition by the officers of the Associated Clubs, but now prefer to await the subsidence of hostility on the part of some advertising interests before changing from a conference to a departmental. And the publicity department of the American Bankers Association, one of the most influential associations in the country, had, it was announced, applied for departmental membership in the club movement. Applications from other interests are expected.

Furthermore, the connection of the different interests or departmentals represented in the National Commission with the chief activities of the club movement was accomplished in two instances and will be in a third. Besides choosing officers for the year and representatives on the National Commission, the departmentals also chose one representative each to serve on the educational committee and one to serve on the vigilance committee. This was at the suggestion of the National Commission.

TO CHECK TRADE ABUSES

The commission also recommended as stated the advisability of creating a third committee, that

on trade practices, to which each departmental should send a representative and which should discuss ways and means of abating various trade abuses, such as "substitution" in the retail field, late copy from advertisers and agencies in the periodical field, cash discounts exacted too far in advance of publication and so forth. By making an effort to improve and standardize methods, through the co-operation of the different departmentals, it is believed that a good deal of progress may be made and that a good many difficulties may be rooted out before they reach a dangerous stage.

Lastly, the need for better organization and intercommunication of departmentals having manifested itself, it is proposed to cut down the number of set papers delivered, hold brief sessions for the transaction of indispensable business and devote the rest of the sessions to informal, heart-to-heart discussion of vital subjects. It is being appreciated that most advertising men come to the convention not only to get the best out of their own departmental session, but to glean ideas out of other sessions. There were at times almost as many advertisers, agents and periodical solicitors in the premium, specialty and some other sections as there were representatives of those special interests present. Therefore, it is proposed and is more than possible that another convention will see a change in the direction of simplification of programme and the devotion of more time to practical discussion.

AFTER 100,000 RETAILERS

The organization of new clubs will be sought, but also, as of equal importance, the better organization of the clubs already in existence. The National Commission is considering ways and means of bringing 100,000 retailers into the local clubs and thus forwarding the educational and vigilance work.

The final registration figures on the Chicago convention showed a total paid attendance of 4,193, much more than that at any pre-

vious advertising convention. Of these, 3,546 were men and 647 women. Respecting registration, Chicago did an unprecedented thing. According to the by-laws, the hosts of the convention are not called upon to pay the registration fee for its delegates, and no city before has done this. But the Chicago Advertising Association registered 705 of its members and 308 ladies, a total of over \$2,500. And this in addition to the \$30,000 and more which it raised for the entertainment of the convention, and the thousands some of the exhibitors spent on their floats in the night pageant.

The publicity given the convention by the Chicago papers was aptly described by several of the officers as more than double that of the amount given by all of the previous convention cities put together. The value of the preparatory work done by advertising interests of all kinds would run high up in the thousands of dollars.

The speech of the Hon. Henry D. Estabrook, of the New York bar, on "Truth—Business and Political" at the general meeting on Tuesday was the most inspiring address of the Convention. It appears from the talk of William H. Ingersoll, chairman of the National Commission, on Tuesday, that during the past year the Commission had received 111 complaints from the different departments.

These were in the nature of general descriptions of the abuses which agents or newspapers or magazines and the rest conceived they were suffering from at the hands of other departments. He urged that the departmentals thresh these matters out as far as possible themselves.

For the National Exhibit Committee, Chairman Irvin F. Paschall told the Convention that the Advertising Exhibit would be made a permanent traveling one.

"Everything," he said, "will be built on a unit system to save express charges, and to facilitate packing. We will ship one unit or forty, as the circumstances demand. All you do is to pay

transportation charges both ways. First come, first served."

The "Frolix" on Tuesday and Wednesday evenings proved a drawing card. It portrayed in three acts the fall and decline of the advertising quacks and fakers, with a minstrel show, and numbers by the Chicago Ad-Choir interspersed with the plot. The cast was made up entirely of amateur talent, drawn from the Advertising Association of Chicago. L. A. Hodges took the part of Allover Bunker, head of the Near-Good Pulp Food Company. Among the other characters were Baron Acrelots, of the Get-a-Home Company; A. Purse Pincher, of the Pincher Department Store; I. Killa Child, Killa Child Soothing Syrup Company; Wetmore Coats, of the Skin-the-Farmer Clothing Company; Old Doctor Gunn, of the No-Cure-No-Pay Medical Institute; Sly-Rye Boozer, purveyor of Tipplers' Tonic—a habit you will get.

The first act went hard with A. Wise Konsumer, "whom we all know," as the fakers succeeded in relieving him of his watch, his stick-pin, his roll of bills and other miscellaneous wealth. The second act went better for Mr. Konsumer, just as the programme predicted. To quote it: "After thrilling experiences the forces of Truth triumph over the Nefarious Plotters, foil the dastardly attempts of the Villains, drive out the Money Changers, and advertising is elevated to the Utopian Heights where the Vigilance Committee and other shop-lifters—beg pardon, we mean uplifters—say it ought to be."

The plot thickens materially during the second act, which "faithlessly" reproduced the Convention in Session. The plotters steal the Truth Emblem over the president's throne, but it is finally recovered. In the last act, which depicted a Convention in 1925, a requiem is sung over the fakers.

EDUCATIONAL SESSION

An educational session of the convention was held in the Auditorium theatre Wednesday afternoon under the chairmanship of

Lewellyn E. Pratt, of New York City, chairman of the National Educational Committee. It consisted chiefly of the reports and recommendations of the various sub-committees of the Educational Committee. These have been summarized in Mr. Pratt's report, previously printed. The sub-committees were as follows:

Schools and Y. M. C. A.'s, Frank Leroy Blanchard, chairman; Libraries, John Renfrew; Colleges and Universities, Harry Tipper; Lectures, Harvey C. Wood; Study Courses, Prof. Paul T. Cherington; Work in the Smaller Clubs, John Clyde Oswald; Educating the Public, Charles R. Stevenson; Research, Mac Martin; Publications, Herbert S. Houston.

Five-minute reports were also made by the educational committee chairmen in some of the cities where special educational programmes have been carried out—by Mason Britton, Advertising Men's League, of New York; John J. Morgan, Pilgrim Publicity Association, Boston; Ernest Ackerman, Advertising Forum, Minneapolis, and Arnold Joerns, Chicago Advertising Association.

Frank Stockdale repeated the lecture on "How Truth in Advertising Wins," which he has been delivering before advertising clubs this year under the auspices of the National Educational Committee.

A handsome silver service was presented by the committee to Clarence Tolg, the statistician of the Minneapolis Civic and Commercial Association, for his work with Mac Martin in conducting the educational and statistical research last year. It was announced that the research will be conducted again this year, that 300 marketing centers will be covered this year instead of 171 as last year, and that the jewelry and clothing trades will be covered.

Arnold Joerns, of Chicago, gave an interesting description of a new experiment of the Advertising Association of Chicago. The Junior Advertising Association, he thinks, has been so successful that it may be a profitable pattern for every club represented in the As-

sociated Advertising Clubs of the World. The Juniors found their inception in the realization on the part of many of the more serious members of the Advertising Association of Chicago that there were many young men who wanted to learn the facts about advertising, but who were not logically candidates for membership in the senior association.

Thirty-five young men and women were given charter memberships in the Junior Advertising Association. The membership now is nearly 100. The Juniors pay \$5 a year dues, this money going to the funds of the Educational Committee of the Advertising Association. Several prominent Chicago men have appeared before the Juniors as lecturers.

Allege Unfair Competition Before Trade Commission

Formal complaint has been filed with the Federal Trade Commission by retailers of New Jersey, Delaware, Maryland and Virginia against Lit Brothers, a department store of Philadelphia. Thirty-seven separate complaints were filed by as many retail dealers, all of whom made the charge that the Philadelphia department store was trying to induce their customers to open charge accounts by offering B. V. D. underwear at 35 cents, whereas the standard price is 50 cents. The American Fair Trade League has selected this case as a test.

It was stated in the complaint that the advertising and selling policy of the Philadelphia store was an "unfair method of competition" within the meaning of the law creating the commission. Complainants within the State of Pennsylvania had been informed that because of the absence of any question of interstate commerce the commission probably would not have jurisdiction. The Fair Trade League, therefore, based its case solely upon the complaints from retailers outside the State.

Faith in Business Revival Booms Advertising

The Kansas City *Star*, following up the voting of bond issues to the amount of \$4,560,000 for public improvements, which were urged as a means of reviving business, is running an occasional page of display advertising paid for by various real estate dealers, suggesting the present as the time to "get in" on the approaching increase in the value of Kansas City property. The names of the subscribers to the fund are signed, as reliable sources of information on Kansas City values.

74%

The following table shows the percentage of COAL AGE representation in the leading coal states of the United States in mines which produce 20,000 tons or more per year:
 (DATA COMPILED BETWEEN FEBRUARY 1 AND
 MAY 15, 1915)

Alabama	86%
Colorado	82%
Illinois	72%
Indiana	63%
Iowa	66%
Kansas	70%
Kentucky	60%
Maryland	83%
Montana	81%
New Mexico	95%
Ohio	39%*
Pennsylvania—Anthracite	77%
Pennsylvania—Bituminous	78%
Tennessee	61%
Utah	67%
Washington	88%
West Virginia	74%
Wyoming	84%
Average representation is.....	74%

* Coal mining just now being resumed.

Do you know of any other paper that covers its particular field as thoroughly as this one does?

COAL AGE

Published by the Hill Publishing Company
The Hill Building, 10th Avenue at 36th Street, New York

Also publishers of *The Engineering and Mining Journal*, *Engineering News*,
American Machinist and *Power*. All members of the A. B. C.

Never Before in the History of Ma National Circulation Been Offered At

TEN weeks ago we started EVERY WEEK. EVERY WEEK sold and sold rapidly. The sales repeated.

Now at the end of ten weeks with a portion of our territory opened up, and with that territory but partially developed, EVERY WEEK is printing and selling close to 300,000 copies a week.

Starting with the July 5th issue the entire country will be covered. EVERY WEEK will be placed on sale on all news-stands outside of the territory covered by the ASSOCIATED.

What circulation do you get by taking space in EVERY WEEK and the ASSOCIATED SUNDAY MAGAZINES?

The combined rate is now \$3 a line based on 1,000,000 guaranteed circulation. On quarter pages or over, this rate figures at 26c. per line per 100,000 guaranteed (our circulation is now 100,000 over the million).

of Magazine Advertising Has a Real ed At So Low a Rate Per Thousand

But let's look ahead. That combined circulation we have secured from only part of the map, and the present low rate quickly becomes a very much lower rate per thousand with our complete distribution. As the circulation grows you have the benefit of this descending cost until we are forced to raise our advertising rates to their obvious value.

You can contract now for twelve months in advance. Each week you stay out at the present rate you lose an opportunity to buy national circulation on this unequalled basis of value.

Special Notice: EVERY WEEK'S circulation is obtained by advertising.

EVERY WEEK AND ASSOCIATED SUNDAY MAGAZINES

WALTER P. WHEELER, *Advertising Manager,*
95 Madison Avenue, New York
GUY C. PIERCE, *Western Advertising Manager,*
109 North Wabash Avenue, Chicago
IRVING J. FRENCH, *Eastern Representative,*
24 Milk Street, Boston

Getting it read—



What you have to say in your newest booklet or latest trade circular may be of the most vital interest to every man who receives it—but how is he to know it? What mystic sign is going to keep your message safe from the waiting waste-basket? To get it read is exactly as important as having a message at all. And it requires just two things on your part: first, the choice of a good printer; second, the choice of a paper that will justify his highest art—a paper possessing real richness and unmistakable charm. A business message worth putting in type demands the finest paper modern science can produce. This you will find, in styles to meet every known printing need, in the famous standardized range of

Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi-Dull
Printone-Imitation Coated*

Send for our portfolio of specimen sheets and jobs.
Your office needs it.

S. D. Warren & Co. 163 Devonshire Street
*Manufacturers of STANDARDS in Coated and Uncoated
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

Summaries of Departmental Meetings

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Advertising Agents

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"Resolved, that the purpose of the Associated Advertising Clubs of the World in their effort to increase advertising and to increase the efficiency of advertising, and to increase business as a whole, has our unqualified endorsement.

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PRINTERS' INK

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"Resolved, that we to-day, representing the advertising agency interests of this country, draft a constitution, by-laws and standards of practice that will definitely measure up to the declaration of principles promulgated at Baltimore, and that we, as a body, elect officers and representatives on the National Commission and lend our hearty support as members of the Commission to the work of promoting the best interests of advertising."

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Similar significance attached to the agents' Get-Together Luncheon, at the La Salle, tendered by the Western Advertising Agents' Association to visitors. Nearly a hundred agents from many different cities sat down together. Mr. Clague acted as toastmaster, and T. A. Daly, of Philadelphia, and half a dozen or more, made informal remarks. The morning session of Tuesday was devoted to organization and getting it clearly before the departmental what the National Commission is. Mr. D'Arcy pictured the association as a nation, the National

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Mr. Bromfield pointed out that one of the most important ways to secure uniformity of thought among the agents was by social contact. He described the way in which the organization of the New York agents had led first to a better understanding of each other, then a more wholesome respect, and eventually the acquisition of information which seemed to take on a new value when it was heard and discussed at their monthly meetings.

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Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi-Dull
Printone-Imitation Coated*

Send for our portfolio of specimen sheets and jobs.
Your office needs it.

S. D. Warren & Co.

*Manufacturers of STANDARDS in Coated and Uncoated
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

163 Devonshire Street
Boston, Mass.

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Publicity and Merchandising Counsel

was then the president of the Agents' Association, giving my view as a publisher. And what was my view then is my view now.

"In effect, I said to Mr. Johns that the publisher, like every other manufacturer, must put his advertising selling expense on his advertising sales. These sales are made to advertisers through agents who represent publishers collectively, and the selling expense, following the universal commercial practice, must be borne by advertisers. As I said a moment ago, until a more economical and effective way of meeting this selling expense than the present one can be found, the agency system will remain.

"Now I believe that practically all magazine publishers maintain their rates. But I do not believe that practically all agents maintain their full commission rates. The differential, which the publisher allows as a measure of the commission, has a way, at times, of becoming divided, sometimes with the advertiser and sometimes with an agent that the publisher does not recognize. As long as this continues, advertisers will have ground for urging on publishers, as some of them have been doing, that publishers should permit the advertiser and the agent to agree on the amount of the commission; they say that such a plan would give the necessary elasticity in the commission so that it could be made to measure the exact service rendered to the advertiser in every case.

"In theory, this appears sound at first, but it will not bear analysis. The reason is, it considers only the advertiser and the agent and omits the publisher entirely. Publishers have found and they believe that through the sale of magazine space collectively by agents their own selling expense is kept at a minimum. As long as they hold to this view theories will not count. The publisher will go to his cost sheets and find what his selling expense is. If he believes that this would be increased by abolishing the agent's commission, he will not do it."

E. T. Meredith, publisher of *Successful Farming*, speaking to the subject, "What the Agent Can Do for Farm Papers," made a plea for the agents to inform themselves as to the vast farm market for advertised goods and tell their clients about it. He described the farm-paper excursions for the benefit of the papers, their readers and advertisers, in which exhaustive information was constantly being secured as to the farmers' needs and demands. These excursions were always taken in company with a number of professors of the State agricultural colleges or experiment stations. Many advertisers had sent their advertising managers, but he had never seen the representative of any advertising agent on these trips.

The advertisers needed to be told of the market there. There was a great lack of appreciation as to the opportunities. He said a garter manufacturer had recently been surprised to find out that farmers wore garters. It was proved to him that fifty per cent of the farmers did wear them and he was now advertising to the farmers. A manufacturer of men's clothing retailing at \$17 had at first refused to advertise in the farm papers because he could not believe that farmers would pay that much for a suit of clothes, and afterwards laid out a large farm-paper campaign when it was proved to him by the testimony of small-town dealers that they were selling \$15 to \$45 clothing to the farmers.

Mr. Meredith urged the agents to put up \$250 apiece towards a fund of \$5,000 for investigating the farm-paper field and promised to refund the whole amount to any agent who would afterward say that he was dissatisfied with the investigation.

AS RELATED TO CLASS PAPERS

The class publication, aside from being a good "buy" because of its intimate standing with its readers, has another use which may be employed by the shrewd advertising agent. A. W. Shaw, of System.

(Continued on page 33)

The United States Goes Ahead

IF ANY CLASS OF MEN is aware of the general business situation, it is the bankers. They see many sides of our economic affairs and have to keep the future constantly and carefully in mind. In the long run they succeed or fail according to the accuracy or inaccuracy of their mental picture of the country's continuing business life. They must look for the main factors and see the major tendencies. It is significant, therefore, that Mr. JAMES H. MANNING, president of the Savings Banks Association of the State of New York, devoted most of his annual address before that body to discussing the "unmistakable signs of rapidly approaching prosperity." Our enormous crops and other natural resources are the real basis of this prosperity, because we are the only great nation that has food and metals to sell and money to loan. The coming harvests promise great yields to the farmers, and this will mean good times for manufacturers and merchants also in the long run. Copper, iron, and steel are also moving on the up tide with great strength and volume. Better conditions are reflected in the reports of the United States Steel Corporation and in the earnings of the railroads. There is every reason for believing that this will be an increasingly good business year as the months go by.

An Editorial from the July 3d issue of Collier's

Collier's

5¢ a copy
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr

COLLIER'S CIRCULATION ISSUE OF JUNE 5TH	
Press Run.....	881,000
Gross.....	880,871
Net.....	866,344
Net Paid.....	854,684
Member A. B. C. and Quoin Club	

"KITCHENER AND HIS BURDENs" by Frederick Palmer is the best presentation yet published upon the vast task that is now facing England and her War Minister in Collier's for July 10th

A reproduction of a double page spread in the July issue of Successful Farming, prepared by Lord & Thomas.

The Secret of the Hudson's Success

THE Hudson Motor Car Company, and the success of its product, the Hudson car, is one of the individual marvels of that greatest of all modern business marvels, the automobile industry.

"This company," says salesmanager C. C. Winningham, "is one of the babies of the industry as it did not begin active work until 1910. President Chapin and his associates believed they saw at that time places where the handling of the automobile business could be improved.

"The new car, the Hudson, designed by Howard E. Coffin, who already had many successes to his credit, was acknowledged an article of real merit at once, but the crucial point of the Hudson Company's campaign was good methods of merchandising the product, the results of which are now well known.

"The Hudson Company believes that out of the seven million farmers in the United States there are a million or more who can readily afford a car of the grade and price of the Hudson. It therefore uses large space in agricultural publications of the best class

to bring the merits of their product before the most prosperous farmers.

"Successful Farming's territory is the best automobile buying section in the United States. The wealth of the section is so evenly distributed that it is an ideal advertising field for quality articles. The Hudson Company never has made up a list of agricultural papers without including on that list Successful Farming."

The Map shown below illustrates our point that the "heart zone" is the "quality" belt—where are found the most of the Nation's automobiles.

This map is one of our series of Definite Data Maps which now number more than 75—the whole comprising a very thorough analysis of the buying power of the American farmer and the best methods to reach him. More than two thousand advertising men and sales managers have these maps on file for reader reference. No matter what your problem is, if it concerns the sale of goods to farmers these maps will help you to solve it.

Would you like a set?

E. T. MEREDITH

Publisher

Successful Farming

**Chicago Office
1119 Advertising Building**

New York Office
No. 1 Madison Avenue



Definite Data Map showing the location of automobiles as per registration, by states, Jan. 1, 1915. One dot equals location of 1,000 motor cars.

It is only reasonable to suppose that he didn't stumble upon it accidentally, and if it should so happen that he did, the public is entitled to protection from such egregious carelessness.

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mittee, supported by the Mo
Statute.

Pompeian Olive Oil Account to Batten

The advertising of the Pompeian Company, Baltimore, manufacturer of Pompeian Olive Oil, is now handled through the George Batten Company, New York.

Protecting Your Trade-Mark Abroad

Considerations That Need
is at This Time—Prior
tion Means Ownership in
outh American Countries
s of Some Foreign Pirates
low to Foil Them

Andrew B. Remick

NOTE.—Although some of
this article have been
published in PRINTERS' INK, the subject
is at this time
being spoken and
there is a St. Louis
opportunity in trade-mark

The heart of any advertising and selling campaign is
the product.

The better the product at
its price the better opportunity advertising has.

Have you a product of
which you are justly
proud?

Why not let us tell the consumer about it?

George Batten Company

Advertising

381 4th Ave., at 27th St.

NEW YORK

208 S. LaSalle St.
Chicago

Tremont Bldg.
Boston

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described this use as follows in his talk on "What the Agent Can Do for the Class Publications."

"The way to get the utmost out of the intense interest obtained by the dominating appeals of the class periodicals is to use intensive cultivation. Measured in millions of circulation a class market may not appear exceptional, but under intensive cultivation its unusual fertility should yield extraordinary results.

"Incidentally, there is another way in which the agent can turn the class publication to his client's advantage. When an understanding of the very definite strata reached by the class periodical is obtained and supplemented with a study of the characteristics of the consumers in each stratum, it is possible to make tests of various selling points, of price changes resulting from style differentiations and of similar variations in products.

"When it is known that there is a class periodical for just such a group with just such a purchasing power, an opportunity results to obtain a new price level and a wider market by differentiating the product. Other changes may interest in the product a stratum buying at lower prices.

"This is a market problem in fitting a client's goods to the particular stratum dominated by the class periodicals. You may find, for instance, that a client has a certain product which can be profitably put up in a certain way and sold at a certain price to the readers of the *Woman's World*, while in an entirely different form and at another price it will appeal with equal success to the readers of *Vogue*. The same circumstances might be true of the *Saturday Evening Post* and *System*, of the *Country Gentleman* and *Country Life in America*."

ADVICE FROM AN ADVERTISER

Walter B. Cherry, of the Merrell-Soule Company, Syracuse, has certain convictions on "What the Agent Can Do for the Advertiser" and he expressed them with frankness. The following will show the tenor of his remarks:

"As I have often sat and listened to the solicitations of agents for an account which I represent as advertising manager, I have marveled at the methods employed. The solicitations are usually jammed full of reasons why the agent is the best little agent on this or any other planet.

"If it ever comes to me to be connected with an advertising agency and particularly the selling of that agency's wares and service, I will attempt to know more about my prospect's business than possibly he does himself, and that is possible in many instances.

"If I were soliciting the account of a fertilizer manufacturer, I would know more about his fertilizer, his method of distribution, his package, his brand name, its weights, its costs; and then, with additional information about the different kinds of fertilizers against the prospect's lines, I would be fortified with a mass of information which would interest that man in particular, because I would be talking about things in which he is interested—his own affairs, his own business, which you must admit is far more interesting to him than is your business. Such a solicitation would secure that man's business, and if it did not, the solicitor would still be equipped with a mass of information to go after another fertilizer manufacturer who would promptly recognize, I suspect, a good thing when he saw it.

"It is this service, gentlemen, this wonderful service plus this added four per cent, which I am pleading for and which, while I know you do give it, I submit is not given in a large enough way; there is a vast opportunity to improve it.

"I want to just give you a word or two of encouragement. I am just returning to Syracuse, my home, from a twelve-thousand-mile trip to the Pacific Coast. I have visited the important traveling centers from San Diego to Vancouver, and all the large cities between here and there. I have talked with jobbers, retailers, salesmen, brokers, storekeepers, consumers in the store, and even

to good women at their back doors, to learn their view-point of present conditions. I can sum it all up by saying that I believe we are going to have better times and I feel they are coming. I do not believe there will be a jam—I do not think we could stand it—but I do know that business is better, because people are feeling better and talking better."

SMALL-TOWN ANALYSIS

The small town as a possible market was visualized in a most concrete way by W. W. Manning, of the *Woman's World*. Speaking on "What Can the Advertising Agency Do for the Small-town Magazine," he dissected a typical town, Blanchester, O., with 1,813 population, as follows:

"The farmers come from one to ten miles to buy their supplies and luxuries and their business totals from fifty to sixty-five per cent of the local merchants' trade.

"Eight grocery stores and two general stores feed the people—selling over \$140,000 a year. Their cost of doing business is from twelve to fifteen per cent. Six of the grocers and the two general stores buy through the jobber—the other two grocery stores from both the manufacturer and the jobber.

"Four drygoods stores clothe the people and their business is over \$110,000 yearly. It costs them from eighteen to twenty per cent, and all four buy from both the manufacturer and the jobber.

"The three hardware stores are the right arm of the farmer and sell him the fittings for his home. Their business ranges over \$120,000 a year. It costs them from fifteen to eighteen per cent to do business. One merchant buys entirely from the jobber.

"Three drugstores, which also carry Victrolas, Kodaks, etc., total \$62,000 a year, and their cost of doing business is from twenty to twenty-two per cent. One buys from the jobber alone. The other two from the manufacturer and the jobber.

"Two jewelry stores thrive with a business of \$18,000 a year between them. Their cost of doing

business is fifteen per cent and they buy from both the jobber and the manufacturer.

"Some of the other more important stores are: two clothing stores, two shoe stores, one furniture store, two automobile garages.

"There are sixty autos owned in town and the makes are given in the order of their popularity: Ford, Overland, Studebaker, Buick, Maxwell.

"We put the question to the merchants:

"What do you think of advertising and advertised products?

"Will you work for or against?"

"The leaders in the various lines replied as follows:

"People's Cash Grocery Store: 'Easy to sell. Wish there might be larger margin to dealer.'

"G. H. Irvine, grocer: 'Sure; they go the best every time.'

"G. V. Loch, drugs: 'Got to carry them and glad to. Sell well and sell easy. Good profit in most of them.'

"Anderson & Brunt, hardware: 'Go good.'

"S. Haine & Co., drygoods: 'Our own advertising is what sells the goods.'

"Rice Brothers, drygoods: 'Go better, sell easier; like to handle.'

"H. C. Leed, jewelry: 'Advertised goods like Big Ben Clocks sell themselves.'

"The merchants, when asked if they wanted the manufacturer of advertised goods to help them to sell their goods by supplying them with selling helps, all said they would gladly use any help that was intelligent.

"By these tokens it is obvious that the Blanchester type of town is prosperous. The dealer's one noticeable fault is his inability to properly trim his windows. Almost invariably he feels a pride in them—that he would like to have them look well to please himself; but the larger idea of realizing their sales value and putting the 'pep' into them is a few steps beyond his imagination. We have discovered many instances where he has bought a new line of goods of specialty salesmen entirely on account of

the window trims which went with them and which could be handled satisfactorily and easily by him with a very slight effort. This matter of window trim is a very important one for the manufacturer to consider in his advertising outlay.

"Probably eighty-five per cent of the goods sold in the small-town field is through the jobber—he being the indispensable economic force in the distribution of all kinds of merchandise to the 55,190 post-office towns of under 5,000 population. The jobber is the small-town dealer's banker. He calls regularly, sells the goods that the merchant desires in the quantities that he wishes, furnishes him capital through his merchandise on generous terms, saves him shipping expense, time and postage, and, naturally, works into close social and commercial relationship with the dealers.

"The jobber has had many just reasons in the past to question the good faith of manufacturers who have not given to him a stable connection, fair protection and sufficient profit to secure his best activities and confidence. Preferred jobber schemes have been framed only to be broken, accounts have been taken away from one jobber who has advertised the line and given to his bitterest competitor. They have stocked a line at a profit sufficient to give them an opportunity to live and when their sales have increased the manufacturer has reduced their profit, with the natural result of forcing the jobber into the exploitation of his private brand, for his own protection. Of course, there have been many instances where the private brand existed before the advertising arrangement.

"The thing that we most desire from the advertising agent is to have him check up the statements that we make here to-day, because we believe that the overflow circulation of the city magazines edited by a city editor with city instincts to a city clientele will never deliver a solar-plexus blow to the small-town people. And we ask you to compare our small-

town magazines editorially and physically with the farm paper and the weekly newspaper."

George L. Johnson, of the Thomas Cusack Company, Chicago, spoke for painted signs, Louis Bruch, advertising director of the American Radiator Company, for the A. B. C. and John Hart, honorary secretary of the British Association of Advertising, on "Great Britain as a Market After the War." The addresses of Messrs. Bruch and Hart were printed in last week's PRINTERS' INK.

EXTENDING EDUCATIONAL WORK

At the Wednesday meeting, on motion of F. H. Little, of the George Batten Company, the National Commission was asked to devise ways and means to extend the educational work of the Associated Clubs.

For the resolutions committee, Mr. Johns, chairman, asked for the ratification in advance of a constitution and by-laws yet to be drawn up, so as to admit of the agents being constituted a departmental at this convention. The ratification was unanimously given.

A proposal of the Mumford-Romer Company, of Cincinnati, that the Association devise a telegraphic code for advertisers and publishers was referred as a matter of precaution to the delegates on the National Commission after Maj. Critchfield had expressed a doubt as to whether it were wise at this time to adopt a code, and C. L. Benjamin, of Milwaukee, had said that his experience indicated that a good code was a matter of growth and not invention, and that a bad code was worse than useless.

Mac Martin, of Minneapolis, threw the suggestion before the session as to whether it would not be a good idea to put the departmental on a permanent basis by employing a salaried secretary with one or two assistants to collect statistics and act as a permanent clearing-house of information and suggestion. It would easily be worth \$1,000 to some agents, \$500 to others, and so

forth. Mr. McCauley, of the Calumet Advertising Company, Chicago, said that he had contemplated spending some \$300 this year for statistics, and he would much rather pay it to the departmental than to an outside concern.

On the other hand, Mr. Foley believed that the gathering and exchange of statistics was not a wise thing for the agents to take up collectively. To him the object of organization was rather the raising of the standard of ethics in the business. He thought the matter of gathering statistics would better be left to the individual enterprise of the agent, and in this opinion Messrs. Johns, W. H. Rankin, and Barber, of Boston, concurred.

Mr. Thomas, of Jacksonville, Fla., said that he and Mr. Massengale, of Atlanta, had agreed at luncheon that if they could find three or four others in the Southern territory of like minds they would organize a Southern association of advertising agents.

At the election, Mr. Clague was chosen chairman of the departmental for the succeeding year, with George C. Sherman, of Sherman & Bryan, New York, as secretary-treasurer.

President Woodhead visited the departmental and made a strong plea that the agents take out sustaining memberships in the association for the purpose of providing funds for the educational, research and vigilance work. All present agreed to do so.

Mr. D'Arcy announced that one of the most influential associations in the country had signified its desire to be accepted as a departmental of the Associated Clubs. The new departmental will be the Banks and Trust Companies.

Newspapers Now a Departmental

At the opening session of the newspaper conference, Tuesday morning, presided over by William H. Field, business manager of the *Chicago Tribune*, a motion was passed changing the conference to a departmental. The newspa-

pers, which had previously played a waiting part, thus swung into line and made themselves an integral part of the Association.

In order to bring about this change it was necessary to adopt a standard of practice, and to become a definite organization.

The following standard of practice, offered by Frank Webb, advertising manager of the *Baltimore News*, was adopted:

STANDARD OF PRACTICE

The newspapers represented in person or by proxy at the Newspaper Conference of the Associated Advertising Clubs of the World, at its eleventh annual convention held in the city of Chicago, June 20 to 24, 1915, hereby adopt the following as a standard of practice governing their advertising service and recommend the same to all newspapers:

1. To make none but true statements of circulation.
2. To maintain advertising rates as published.
3. To reject fraudulent advertising.
4. To oppose free publicity.

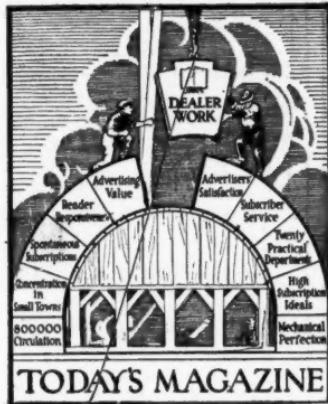
Following this, Al. Chamberlain introduced a proposed constitution for the new organization, which was adopted after a few changes. The name of the new association is to be The Newspaper Departmental of the A. A. C. W. The object of the association shall be to promote the honesty and efficiency of advertising in newspapers.

The membership of the association is open to all newspapers, daily and weekly, and newspaper representatives who subscribe to the Constitution and to the Standard of Practice. The affairs of the association are to be conducted by a board of six directors, two of whom are to be elected to serve for one year, two for two years, and two for three years. After the first year two directors shall be elected annually.

The annual dues will be \$10, payable in advance.

About 200 were present at the opening session, a larger attendance than at any former convention.

The opening address was made by Chairman Ingersoll, of the National Commission, who urged the newspapers to effect a permanent organization and to work with the advertisers more than they have in the past.

*Trade Re-Advertising*

Winning the Dealer

TODAY'S has taken the idea of re-advertising and worked out developments which make it a leader in this new field of magazining.

Its latest is the "Distribution Bureau."

If any woman, in any small town, wants to buy your goods and does not find a local stock, Susan Cleghorn, the head of the Bureau, is instantly in touch with her. She notifies you, and gives you the name of the best local dealer to supply. At the same time, by another method, we enlist the support and help of the dealer.

All this is done through *Today's Magazine for Merchants*. It goes to press July 15th. If you expect to advertise with us during October-November-December, we can still put you in this trade issue. But *promptness is necessary*.

This is the last of several advertisements about our trade re-advertising, which is semi-annual. The Fall opportunity closes July 15th. We have a general descriptive prospectus about our trade issues, send for it.

Today's

461 Fourth Ave. Telephone 5912 Madison Sq. New York

Choose Boston First

Boston's Pre-eminence as a field for effective and economical merchandising is founded on Four elements of strength.

According to the United States census reports Boston is "first" among the cities of the United States in these three essentials:

First In Value of Property **First** In Banking Power Per Capita **First** In Municipal Assets

This means high purchasing power—A quality market.

Metropolitan Boston, composed of 39 cities and towns within a radius of 13 miles, has a population of over 1,500,000. Within a 25-mile limit there is a population of over 2,038,000, and within a 50-mile limit there are over 3,470,000 people.

*This means great density of population—
A quantity market.*

In Metropolitan Boston alone there are over 5,500 grocery and provision stores, 750 drug stores, 1,000 cigar and tobacco dealers and over 900 dry goods stores, in addition to the hundreds belonging to other classifications.

This means a great help in obtaining speedy and thorough dealer distribution at a minimum expense.

The Fourth element of strength is the Boston American.

Its pre-eminence as a salesman is founded on public faith.

A quality-quantity circulation
of the net-paid home-going
variety.

The Boston American will carry your message to nearly 400,000 buyers daily and over 325,000 on Sunday.

This net-paid circulation is a guarantee of prestige and power.

Why not ask us for further information about this territory and its possibilities?

Let us help you analyze it. We will be glad to go into detail without obligation on your part.



New York Office 1780 Broadway **80 Summer Street, Boston** **Chicago Office**
1780 Broadway 80 Summer Street, Boston 504 Hearst Bldg.

Circulation Greater Than All the Other Boston Evening Papers Combined.

Mr. Shuman, advertising manager of the Fort Worth (Texas) *Star-Telegram*, in discussing "What Benefit Is the A. A. C. of W. to Newspapers?" urged the necessity of getting together. He said newspaper men did not seem to appreciate how profitable it was to convert manufacturers and merchants into advertising club members. Another benefit was the education of the publisher as to what is objectionable advertising.

Lafayette Young, Jr., business manager of the Des Moines *Capital*, spoke on "The Newspaper Rate Card." His paper appeared in last week's issue of PRINTERS' INK.

Louis Wiley, business manager of the New York *Times*, talked on "The Effect of Advertising Censorship on the Cash Drawer." He said that the *Times* had rejected more than \$200,000 in fraudulent advertising, and yet had gained by it. The *Times* offers \$100 to anyone who has proved they have been victimized through the *Times'* advertising, and they have never yet been called upon to pay the award.

The address of Joseph Finn, president of the Nichols-Finn Advertising Agency, "The Advertising Agent and the Newspaper," was printed in the last week's issue of PRINTERS' INK, as was also that of Walt Bloeser, manager of Motion Picture Advertising Division of the Chicago Tribune.

At the Wednesday morning meeting of the new newspaper departmental, the following directors were elected:

For one year—H. E. Crall, special representative, New York; Frank D. Webb, advertising manager, Baltimore *News*.

For two years—A. G. Carter, publisher, Fort Worth *Star-Telegram*, Fort Worth, Texas; David B. Plum, *Record*, Troy, N. Y.

For three years—Lafayette Young, Jr., *The Capital*, Des Moines, Ia.; G. E. Buxton, *Journal & Bulletin*, Providence, R. I. Member National Exhibit Committee—John C. Martin, *Public Ledger*, Philadelphia.

Member National Vigilance Committee—Jerome D. Barnum, *Post-Standard*, Syracuse, N. Y.

George M. Brown, president of the General Roofing Manufacturing Company, of St. Louis, addressed the newspaper departmental meeting Wednesday morning on "What Newspaper Advertising Has Done for My Business." He brought out the point that the newspaper that pays the advertiser is the paper that goes into the homes of the respectable, law-abiding citizens. He holds advertising to be the modern, up-to-date method of selling goods.

The addresses of W. R. Hotchkiss, of New York, and William A. Thomson, director of the Bureau of Advertising, A. N. P. A., were presented in PRINTERS' INK last week. W. T. Ellis, of the Philadelphia *North American*, spoke on "How to Get Church Advertising."

Walter G. Bryan, in his talk on "How to Make Your Readers Read Your Advertising Columns," said in part:

"For the sake of argument, let us say that 25 per cent of your readers now read your advertising columns. It is easy to see that if persistent advertising influences people's minds, then you should, through an intensive and extensive campaign of affirmation and repetition, convince an additional 25 per cent to take up this pleasant and profitable practice. Thus in a short time you make the reading of your advertising columns a contagion—you double your reader interest with a consequent profit to your advertiser and an increase in business to yourself.

"But mark you well this thought. Advertising is a living force. Its honest use will help make you. Its misuse will help break you. Advertising will not make an enduring success for a newspaper whose policy and practice is not squared with the rules of Right. It will not build any business big and permanently unless that business is founded on the firm basis of Truth.

"Mr. Publisher, you are today face to face with a larger

competition, a far keener competition, backed by more shrewd minds and powerful organizations than ever before in the history of your business. And it will prove profitable to you to heed this. The thing you have so long been preaching—advertising—is a powerful, constructive, business-building proposition, and it will pay you to hasten to take advantage of it.

"You can make big money through the use of publicity by applying it to your 'own' business. And the publisher who sees it first can laugh at the expression that 'competition is growing keener and keener,' because by utilizing this unused force—advertising—and applying just a few of the newly discovered principles of scientific management he'll still be able to make successful, substantial gains in spite of hard times and hard competition."

The Session of the Magazine Men

In the magazine department on Tuesday H. R. Reed, advertising manager of the *Christian Herald*, called the roll of men who, after an experience selling magazine space in the "West," found themselves drafted for responsible duties in the home offices. "So," said Mr. Reed, "attending the convention this year is like coming back home for many of us." F. W. Preston, Western advertising manager of *Good Housekeeping*, welcomed the Eastern men to Chicago.

In his talk, Geo. W. Hopkins, vice-president and general manager of the Loose-Wiles Biscuit Company, expressed his great appreciation of the magazines. He also gave his hearers some plain talk. This past year the advertising manager has had to make every penny count. What have the magazines done to hold up the hands of the advertising manager who has been called into the president's office and been instructed to show that magazine advertising pays? Not as much as they should or can do, Mr.

Hopkins said. He didn't give the snap of his fingers for the research work of all the magazines touching on his market. But he did welcome warmly co-operation extended by periodicals. He went on to say:

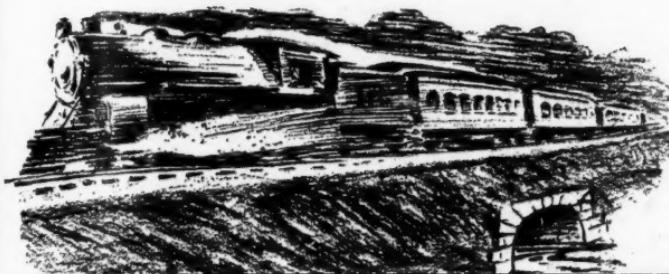
"I am going to show a little thing I was forced to do not long ago in order to show results. We reproduced a magazine ad and sent out a circular showing a reproduction of our bakery on the inside of the first page and a reproduction of our goods on the back, and we said to our salesmen, 'Here is a story in four chapters, three of which have been written, the fourth is up to you. We will offer to you three prizes in gold well worth working for, to the salesman that writes the best chapter. It is not a question of the biggest sales, but it must come to us in a letter explaining what effect that advertising had on the salesmen.' We are going to get those orders. You can call it a scheme, call it what you will, but if I don't get a nice bunch of letters from these salesmen when I get in I will be terribly disappointed. That is one way to get co-operative work, and there are others doing the same thing."

"The trouble with the average advertising manager is that he is trying to feel around everywhere he can to make a job for himself, and the magazines can help him to be of value to his chief."

Other speakers at this departmental were J. C. Toeller, of Battle Creek, Mich., who estimated the worth of magazines in a campaign from the retailers' viewpoint, C. Henry Hathaway, advertising manager of *Good Housekeeping*, and Mrs. Julian Heath, president of the National Housewives League. Mrs. Heath described how the magazines served the consumer, telling the story, which has already been published in PRINTERS' INK, of her conversion from opposition to packages and trade-marked foods to strong support of them.

The short talk of "Uncle" Henry D. Wilson was published in part last week.

(Continued on page 43)



Back In The Harness

Back at your desk, from the A. A. C. of W. Convention, thanks to the American Railroads!

And while you were speeding homeward, and while the diapason roar of the Flyer hummed in your ears, did you realize that a thousand men were watching your transit; that a thousand sleepless eyes were scanning signals, signal lights, and train sheets; that a closely knit organization of men, whose slogan is "Safety First," toiled to get you back in the harness?

Those men sold you transportation—and they delivered the goods or you wouldn't be back in the harness. And to deliver their product these railroads spend annually

One Billion Dollars

for supplies and equipment—they are the Billion Dollar Customer—they are the readers of the Simmons-Boardman Publications.

And as you lean back in your swivel chair, consider what it means to reach these men; to tell these transportation experts the merits of your device or product—above all to place your sales-message in those publications that hold the railway world's interest and confidence.

Simmons-Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND

Members Audit Bureau of Circulations

Optimistic Canada

CONDITIONS in Canada after the war can be discussed in terms of optimism. Even now the contraction of business due to world-wide trade disturbance is obviously yielding to the expansive forces of intrinsically sound conditions, recovered confidence and harvest prospects of surpassing promise.

Savings deposits in Canadian Banks are considerably above any previous high level, being \$683,000,000 at the last quarterly report. These accumulated funds are available for immediate and future employment, and are a very necessary reserve for the demands that will come when this year's crops begin to move.

These plain statements of fact deserve to be carefully weighed by American manufacturers looking for wider markets. In Canada a wide door of opportunity is opened to them.

Canada Repays Cultivation

Publishers of the undernamed daily newspapers are ready at all times to provide trade reports and other service of value to advertisers contemplating going into the Canadian field. For rates, circulations, and other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

	NEW YORK	CHICAGO
MONTREAL LA PRESSETHE W. J. MORTON CO.	5th Avenue Building	THE W. J. MORTON CO. Tribune Building
MONTREAL GAZETTEJOHN SULLIVAN,	5th Avenue Building	H. De CLERQUE, Mailers Building
QUEBEC LE SOLEILGEO. B. DAVID, Inc.,	171 Madison Avenue	GEO. B. DAVID, Inc., 601 Hartford Building
ST. JOHN TELEGRAPH & TIMES F. R. NORTHRUP,	228 5th Avenue	F. R. NORTHRUP, Association Building
HALIFAX HERALD & MAIL DIRECT		DIRECT
VANCOUVER PROVINCELOUIS KLEBAHN,	I W. 34th Street	H. De CLERQUE, Mailers Building
EDMONTON BULLETINJOHN SULLIVAN,	5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADERLOUIS KLEBAHN,	I W. 34th Street	H. De CLERQUE, Mailers Building
WINNIPEG TELEGRAMVERREE & CONKLIN,	225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
WINNIPEG FREE PRESSLOUIS KLEBAHN,	I W. 34th Street	H. De CLERQUE, Mailers Building
LONDON FREE PRESSD. J. RANDALL,	171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO TELEGRAMVERREE & CONKLIN,	225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO GLOBEVERREE & CONKLIN,	225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA JOURNALLA COSTE & MAXWELL,	45 W. 34th Street	La COSTE & MAXWELL Marquette Building
OTTAWA FREE PRESSCHAS. H. EDDY CO.,	5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building

IN CANADA USE THE DAILIES

Graphic Arts Department

The Graphic Arts Association opened its meeting Tuesday with almost a 1000 per cent increase in attendance over the Toronto session. Chairman H. H. Cooke, of New York, settled a discussion regarding eligibility by ruling that every man engaged in producing advertising literature belonged in this department. He declared the graphic arts display at the advertising exhibit was the finest he had ever seen. The products of eighty concerns were shown and they were selected from possibly 10,000 offerings sent in.

Maurice Saunders, of the American Lithographic Company, of New York, announced that his company has offered a prize of \$100 for the member of the association who shall write the best short story on the value of lithography and advertising based on the exhibit at the convention.

A number of the speakers at the Wednesday morning session in the Graphic Arts Department emphasized the need of properly advertising the printers' products, and resolutions were adopted to that end.

A resolution was also passed urging the United Typothete and Franklin Clubs of America, as well as allied organizations, to co-operate with the Graphic Arts Department in the exhibit at the 1916 convention. There seemed to be a feeling on the part of some of the printers present that the national organizations of printers ought to co-operate materially and morally in this educational work. Others thought it was not within the province of the Typothete to bear the entire burden of the display, inasmuch as all printers were not interested in advertising branches.

John Clyde Oswald, of the *American Printer* pointed out that the membership of 13 present at the Toronto meeting of the department had now grown to 118, and he believed that by 1916 the increase would be great enough to enable the proper financing of the

educational display by the Graphic Arts Department itself.

At the "printers' session" of the departmental resolutions were adopted protesting against a lack of interest by printers in the matter of exhibits at annual conventions and pledging all members of the society in a campaign for "fair prices" and against "broken promises."

S. B. Folsom, president of Folsom & Sunergren, Boston, in a paper on "The Meaning of 'Service' from the Photo-Engraver's Point of View," said, among other things:

"The photo-engraver can often suggest ways of saving money by being consulted about the kind of drawings to make for certain kinds of advertising. Advertising men often have drawings made that are not at all adapted to their purpose. The plates, themselves, made from such drawings, may be good, but they do not fill the requirements.

"It is not at all infrequent—as a matter of fact it is quite frequent—that artists not connected with an engraving house make drawings in colors, when the purpose for which the drawings are to be used require but one 'color'—and that 'color' black. Why make drawings in colors, when one-color reproductions are to be made?

"The only answer vouchsafed by the artist, and that answer is not made to the customer, is that a better price can be obtained for a drawing in colors than in black and white.

"To be sure the skillful engraver can reproduce it, but not so well as when the drawing is properly made in black and white—the same medium which is to be used in the printing.

"When it comes to retouching photographs there are few artists outside of those regularly employed by engravers that thoroughly know the requirements for good reproduction.

"Photo-engravers cannot maintain a high standard of plate-making at present prices and give discounts that are often demanded. The practice of giving discounts

to advertising agents is an evil that crept into the business when higher prices prevailed. These discounts are now a menace to the photo-engraving business, and should be discouraged. The agent should charge the client for service rendered, and not compel the photo-engraver to reduce the quality of his work in order to secure his small profit on the work.

W. A. Grant, speaking on "The Printer and the Advertiser," complained that too many printing contracts were given or exacted from the printer on a basis of just so many mechanical operations, so much labor and so much mass to be figured per thousand, per hour or per pound.

"When the advertiser," he said, "places his work on a strictly competitive basis, where it is simply a matter of figuring operations and materials, the printer cannot be expected to put into his work any thought, originality or brains, so right here the advertiser loses, and loses heavily, too. When an advertiser places the production of a catalogue on a plane with the buying of nails or any other staple commodity he gets just what he buys—so many impressions, so many pounds of paper, so much ink, and, lastly, so many books. . . . There are printers who are amply qualified to advise the most knowing advertisers."

HOW TO MAKE DESIGNS HELP SELL

C. R. Lippmann, advertising counselor, New York, discussing the subject of "Putting Salesmanship into Commercial Literature," said:

"No real salesman would go out on the road without knowing something about his competitors. No piece of business literature should be conceived without first reviewing the business literature of a similar character put out by competitors. This seems an obvious precaution, but I question whether it is frequently taken.

"And to begin at the beginning, I would get up my cover designs on the dummy and then throw my dummy together with the competing literature on a desk to see if mine were strong enough to get

a hearing—to catch and hold the eye more forcibly than any competitor's literature.

"Decorative designs on the cover, in my humble opinion, are justified only when they have a bearing on the subject matter, at least symbolically, as for example, the trade-mark of the Ford automobile. The pyramid suggests durability, and the wings suggest speed. The cover should be so designed that it makes the recipient look further.

"The booklet, or catalogue, or folder, should be so arranged that

"a—there is a selling argument in every picture and under it some explanation.

"b—that there is a selling argument in every headline.

"c—that all the headlines together make a connected, carefully planned selling talk.

"d—into which the text matter is dovetailed, arranged, so that no matter under which headline the reader starts he can get an intelligible sales story.

"The usual way of using display lines shows how much we are enslaved by traditions. The literary forebear of the advertising display line is the chapter heading of the book. A chapter heading is simply an announcement. In printed salesmanship there should be no room for announcements. Every announcement should at the same time be an argument.

"For example, instead of heading a chapter: 'Clothes for Men' I would say 'Youthifying Clothes for Men.' I would apply the same principle to running heads and put them to work as arguments. I would do the same thing with title pages.

"A roofing manufacturer I know distributed a 64-page roofing manual, in which each chapter compared his roofing with one roofing on the market. Then he got up a 16-page booklet, devoting just one sentence and an illustration to each roofing, only one roofing on a page. This booklet was sent out as a *follow-up*, and tests showed that the one sentence about a particular roofing was enough to refresh the mind of the prospect on the whole chapter he had read

**The NEW YORK AMERICAN
is accepted by the big men in the
Financial District of New York
as a great aid in sustaining the
integrity of the district.**

It is accepted by them, also, as a consistent, intelligent, always fair booster of legitimate business.

They say that the Financial Pages of the NEW YORK AMERICAN present their transactions accurately and give the public very complete information.

They approve of the course of the NEW YORK AMERICAN in maintaining the integrity of its advertising columns, making it impossible for any questionable promotion scheme to secure publicity.

The advertising columns represent Financial Houses that are known to be reliable—that have won for themselves a reputation for integrity and sound financial judgment.

The Business Editor of the NEW YORK AMERICAN does not write hearsay news. He will not write anything unless he is sure of his facts. Consequently, he has builded a confidence in the Financial Pages that makes them very powerful in shaping events in Wall Street.

The NEW YORK AMERICAN is supported very generously by Financial advertisers who say that they get fine results.

That is always the test of the value of advertising.

But results are sure to follow through appeal to ONE-QUARTER of all of the people in New York—the actual constituency of the NEW YORK AMERICAN—especially as readers appreciate the integrity of the advertisements they read.

NEW YORK AMERICAN
DAILY and SUNDAY

Member Audit Bureau of Circulations

OF COURSE YOU BELIEVE IN FREE CIRCULATION

¶ You **must**—or you wouldn't spend thousands every year for attractive catalogues, booklets and bulletins, to promote your sales plan.

¶ But—the distribution itself must be intelligently controlled—the literature must reach the individual whom it is intended to influence.

¶ The Sperry Magazine enjoys the confidence and enthusiastic support of many of the largest dry goods and department store merchants in America. This confidence is borne of friendly and intimate business relationship covering a period of years.

¶ The Sperry Magazine will be liberally advertised **every month** by these big dealers and will be presented by them to 500,000 Women-Who-Buy for the home.

¶ Meredith Nicholson, Frederick Dey and other authors of National repute write for The Sperry Magazine. It is a high-class woman's publication and carries high-class advertising.

¶ If your distribution is National, The Sperry Magazine advertising columns will help to increase your business.

*Our booklet on "Dealer-Distribution" is interesting
May we send you a copy?*

THE SPERRY MAGAZINE

Published For The Woman-Who-Buys

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

about it in the preceding booklet he had received.

"Just a strength-hint on copy. Illustrate every abstract assertion with a concrete case of parallel that puts the matter vividly before the prospect's mental eye.

"For example, take the sentence: 'We must use an advertising medium only when it is appropriate.'

"See how much more convincing it sounds if I add: 'Who would think of using a saw for work that requires a hatchet?' We must reach into our advertising tool chest for just the right tool for a given task.

"There is a difference between having a good illustration of an article and a good *selling* illustration that brings out the talking points properly. I remember a case where the printer captured a catalogue order by bearing this principle in mind. He approached the customer who made heavy machinery. The latter hurled the question at him: 'Have you ever printed any machinery catalogues?' The printer admitted that he had not. The manufacturer was sceptical about even giving him a chance to bid.

"The printer took advice from an advertising man. He secured permission to photograph the principal machines made by the firm, and had them retouched so that the particular parts which made this machine a success showed emphatically. In the old catalogue the photos had been retouched all around. By this intelligent solution the printer secured the order."

The officers elected for the following year were: President, H. H. Cooke, of New York; vice-president, H. A. Gatchel, of Gatchel & Manning, Philadelphia, Pa. The secretary is to be appointed by the executive committee later.

Business Press

Owing to the illness of President James H. McGraw, the Business Press session, held in the Auditorium, on Tuesday, was presided over by John Clyde Oswald, of the *American Printer*.

A. A. Gray, of the *Electrical Review* and *Western Electrician*, was made temporary recording secretary.

In order that all in attendance might be fully posted as to the purpose of the Business Press, a paper prepared by the secretary, Edward A. Simmons, of the *Railway Age Gazette*, explained concisely the history of the organization since its inception. Allen W. Clark, of the *American Paint and Oil Dealer*, of St. Louis, wanted information about the requirements for membership in the Business Press, and whether such membership required the service of the A. B. C., to make circulation statements.

Mr. Clark's chief objection to the present A. B. C. statements was to the effect that any publication might become a member and falsify statements of circulation previous to the official audit by the A. B. C. In that interval spurious information under the cloak of the A. B. C. would be given advertisers and the competitor, even though a member, would have no redress. M. C. Robbins, of the *Iron Age*, stated in answer to these remarks by Mr. Clark, that resolutions had been prepared for final acceptance of the members of the Business Press, to place every publication on probation and that no publication would be allowed to make a statement of circulation on A. B. C. forms until after they had had an official audit. In an objection offered by Mr. Clark as to the price of \$200 asked of the advertiser by the A. B. C., it was stated by Mr. Robbins that \$50 was all that would be asked in the future of any advertiser for all divisional reports.

J. Newton Nind suggested the necessity of a large appropriation to advertise the value of advertising in the business papers. However, no formal action was taken.

Colonel MacLean, of the MacLean publications, Toronto, asked whether the Business Press would allow the Canadian papers to become members without subscribing to and using the A. B. C. serv-

ice, stating that a Canadian auditing association had been formed to prepare the audits of all Canadian papers. Mr. Oswald explained that under the present by-laws of the Business Press, Canadian papers could not join unless they used the Audit Bureau service.

E. R. Shaw, of the *Practical Engineer*, made a suggestion as to business ethics in regard to giving an advertiser lists of subscribers from any locality and leaving them in the possession of the advertiser for a week or more. Because some publishers would allow an advertiser to have this access to their list, the others who would not give the advertiser this privilege were regarded as suspicious and therefore placed in an embarrassing position. Mr. Shaw offered a resolution, which according to the by-laws of the Business Press, will be acted upon by the executive committee in advance of its being placed before the entire body for acceptance. Resolution was in substance that it shall be regarded as unethical for any publisher to let part or all of his circulation or subscription lists remain out of his sight and in the hands of an advertiser.

A resolution proposed by the Mumm-Romer Company, of Cincinnati, for the adoption of a standard telegraph code for publishers and advertisers was adopted and the suggestions for this code were placed in the minutes. Mr. Cleland, of the Hill Publishing Company, read a letter from the *Blacksmith and Wheelwright*, signed by M. G. Richardson, calling the Business Press's attention to the activities of the National One-Cent Postage Association. This matter is to be placed in the hands of a postage committee to interest the National Commission of the Associated Advertising Clubs of the World in giving it consideration.

Directors were chosen as follows: James H. McGraw and John A. Hill, for one year each; H. M. Swetland and H. G. Lord, two years each, and John Clyde Oswald and E. A. Simmons, three years each.

Premiums Conference

One of the most interesting features of the Premium conference was the light which H. S. Bunting, editor of the *Novelty News*, threw on the attitude of R. H. Macy & Co., of New York, and Marshall Field & Co., of Chicago, towards manufacturers' coupons. This was at the Thursday morning session in Central Hall. Mr. Bunting said that two or three weeks ago he noticed a statement in a New York trade journal that Macy & Co. had abated their hostility towards manufacturers who packed their own coupons and were now opposed only to packages containing coupons furnished by a premium company. He had at once telegraphed Percy S. Straus, of Macy's, and found that the statement was true. It appeared that a prominent club-woman interested in settlement work had called upon Mr. Straus to complain that the women reached by her settlement missed the coupons formerly packed in packages of soap sold by Macy & Co. Mr. Straus told her that Macy & Co. were attempting to discourage the packing of all coupons as being uneconomical.

In the conversation the club-woman asked Mr. Straus what would change his attitude. Upon his intimating that public opinion might do it, she is said to have promised to organize a demand on the part of clubwomen and to have so far carried it into effect that Macy's had afterward abandoned the fight against manufacturers' brands carrying the manufacturer's own coupons.

Some time ago, Mr. Bunting said, an investigator had bought in Marshall Field's store a brand of thread carrying a coupon. He was curious to know what special influence this manufacturer had that his product was able to enjoy a privilege accorded no other manufacturers. He investigated further and found the thread put up under one of Marshall Field's own private brands. To Mr. Bunting's ventilation of this matter in his trade paper Marshall Field re-

(Continued on page 53)



If you buy a pair of shoes advertised in The New York Tribune to-day and find them coming apart next week, you can go direct to the merchant and say, "Look here! These shoes aren't worth what I paid for them. I want a new pair or a refund of what they cost me." Or you can come direct to The Tribune office, either before or after you visit the merchant. If he doesn't make good, we do.

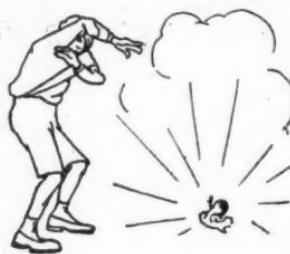
In any event you will get either a new pair of shoes or complete reimbursement for everything except the time wasted.



Now, that is a reasonably satisfactory transaction so far as it goes. Clearly it is much more satisfactory than having the merchant put you out in the street and throw the unfortunate shoes after you. There are those of us who believe it is the nearest approach to a remedial measure that has ever been applied to misleading advertising.

But still it is merely a remedy at best. It is a good deal like a doctor who sits in his office on the Glorious Fourth ready to apply salve to all comers. He may soothe any number of powder-burned fingers, but while he is swathing Willie Jones in antiseptic gauze Tommie Smith may be having an eye blown out around the corner. The citizen who made the first move for safe and sane Fourth of July legislation healed more burns and saved more eyes than all the doctors in the country.

ANNOUNCING THE BUREAU OF INVESTIGATIONS



The Tribune guarantee is a mighty effective remedy, but it's not a cure.

This has been realized in the Tribune office since the adoption of the guarantee. It was brought home with increased force when Samuel Hopkins Adams's first series of articles gave a great many people who had kept their ideas bottled up an opportunity to uncork their sentiments.

Mr. Adams could have gone on listening to complaints and writing articles about the most conspicuous cases of fraud until the pen fell from his aged fingers. But there is excellent precedent for the fact that one small voice crying in the wilderness may go unheard for a considerable period. The New York Tribune isn't ready to wait for several centuries to get its guarantee across.

The element lacking was permanence. Permanence meant records to prevent going over the same ground an unnecessary number of times. It meant an organization of experts, trained in a variety of lines of commerce, ready and able to spend a day or a month or a year, if necessary, following up a complaint typical of a class and determining its causes.

Now, it ought to be clearly understood that all crimes against the credence of newspaper readers are not caused by a cold-blooded decision on the part of the advertiser to hoodwink the public. Advertisers aren't all either lily white angels or sable devils. An appreciable percentage of them are mortals with souls of dappled gray.

ANNOUNCING THE BUREAU OF INVESTIGATIONS



The owner of a business may be sincere in his desire to be decent, but he starts devoting most of his time to financing and leaves the advertising to an assistant, keen to make a record. Unfounded enthusiasm creeps into this concern's advertising and customers are misled. That owner would be glad to have some one say to him:

"Mr. Brown, your store is falling into the same habits that brought ill repute to Dobbins & Co. Why not give your advertising a little closer scrutiny? We've had twelve complaints about statements made over your name in the past week."

Business life to-day contains a wealth of material on the subject of what might be called the ethics of merchandising. It all can be classified, ticketed and filed away in the card index.

This is precisely what is now going on in the Tribune office. A permanent Bureau of Investigations has been established. After July 1st it will be open for business to the public. Its services are at the disposal of the merchant and the purchaser alike.

For the position of director of this bureau a man of unusual experience has been chosen. He is Mr. C. E. La Vigne, who comes to The New York Tribune direct from the Federal Trade Commission in Washington. As a government investigator, Mr. La Vigne has travelled from one coast to the other, talking to manufacturers, wholesalers, retailers, department store owners, managers and clerks. He has learned at first hand the difference between a crook in the private office and a careless blonde at the counter.

ANNOUNCING THE BUREAU OF INVESTIGATIONS

This bureau has already discovered many intensely interesting things. As its mail grows heavier it will doubtless discover many more.

To Mr. Adams falls the task of acting in an advisory capacity to this bureau and putting into words the most significant of its findings. Many of these words will be answers to questions put to the bureau.

For this purpose a new department has been created. It is to be called "The Ad-Visor." It will appear on the last page of *The Tribune*, beginning June 28th.

Questions upon any advertisement appearing anywhere may be asked of Mr. Adams by any one into whose hands a *Tribune* comes—any one who signs his name and address. The communications of Constant Reader, Pro Bono Publico and Stung will not be read.



A correspondent's confidence will never be violated, but the source of every question must be known.

When Mr. Adams first started to write his articles for *The Tribune* he asked, "How far can I go?" We answered, "The sky's the limit!" When Mr. La Vigne began digging up his facts for the Bureau of Investigations he asked, "How deep shall I go?" We answered, "Straight through to China!" Between the boundaries of their work lies the whole business world. How much of what they know—or can find out—is valuable to you as an advertiser? Let them show you.

The New York Tribune

*First to Last—the Truth
News—Editorials—Advertisements*

plied that the goods were old goods packed some time before the more drastic order against coupons had been determined upon.

"They seemed to feel that we were not quite fair to them," said Mr. Bunting. "That might be true, were it not for that portion of their original announcement which they suppressed in their letter to us, stating as the reason why they would not handle stocks containing profit-sharing coupons that the principle would be contrary to the long-established policies and ideals that have built up our institution, and yet they built up their own thread business at the expense of their ideals and policies."

The three sessions of the Premium conference, which is the convention of the National Premium Advertising Association, Inc., were among the most largely attended of all the departmentals. The ladies' room of the Auditorium Theatre eventually proved too small to hold the crowd. Vice-President Charles E. Barker, vice-president also of the United Profit-Sharing Corporation, was in the chair. Early at the first meeting President Woodhead and Vice-President Cherry paid a visit of courtesy in the interest of organization. Some minor details remain to be arranged before the premium association is formally organized into the advertising association, the most important being to make it wholly an association of sellers of advertising. There is also, however, a feeling on the part of the Premium association that it would be better first to let the opposition to premiums on the part of other interests subside.

The addresses by George B. Caldwell, president of the Sperry & Hutchinson Company and Hamilton Corporation; H. S. Bunting, publisher and editor of the *Novelty News*; T. O. Asbury, of New York, assistant general sales agent of the Southern Cotton Oil Company; William C. Freeman, of New York, and George J. Whelan, founder of the United Cigar Stores Company, were covered in last week's PRINTERS' INK.

The opponents of premium advertising were also given a place in the programme in the person of Sol. Westfeld, a local retail grocer, who was among those mentioned for a place on the Federal Commission.

"We are absolutely in favor of advertising in any form, in any legitimate way," said Mr. Westfeld. "I want to say that we admire the man and the system that make two blades of grass grow where one has grown before and we admire the advertising system that creates a double, a treble, a ten-fold demand for the goods which we deal with, as against the former demand; but we feel that we are forced to take issue with all premiums and coupons and trading stamps, for we believe, and we believe from experience, that trading stamps and coupons while they may temporarily create and stimulate a demand for certain products will not increase the consumption."

Paul Findlay, manager of the Dealer Service Department of the United Profit-Sharing Corporation, said in his address, entitled "Premiums from the Standpoint of the Retail Dealer," that he has served 25 years behind the counter in a retail grocery store. He said that much can be done to make the retailers realize the importance of their selling power. Unfortunately a large percentage, he said, do not know that there is such a thing as selling power.

Touching on premiums, he said they were an aid to price-maintenance and that they added to the dealer's profits by decreasing sales expense.

Mr. Findlay believed that the novelty of the department store is wearing off and that the future of the one-line or specialty store is very bright. He believed that the closer the manufacturers and one-line storekeepers could get together, the better for everybody concerned, and the more stable the market thus opened up. It cost the department store, he said, from 28½ to 30 per cent to do business, whereas it cost the retail grocer only 16 2/3 per cent, the retail hardware man 19 1/4 per cent,

the clothier 21 per cent and the drygoods man 23 per cent. The expense of the mail-order house, he said, is about 26½ per cent.

A. E. McKinnon, president of the International Circulation Managers' Association, said that 65 per cent of the publications of the country are using some form of premium exploitation in building their circulation.

After summarizing the arguments for the use of premiums in building circulation for mediums, he described an interesting policy of premiums which had been used by publications. In addition to books of standard authors, he cited household articles like rose bushes, bulbs, seeds, etc. One large city daily has made a special campaign of the vacuum cleaner, disposing of as many as 60,000 of these articles to its readers. A competing paper, in one campaign, used over 65,000 mission clocks.

Instances of this kind can be multiplied, he said, in every section of the United States and Canada where premiums of special kinds have been used by periodicals.

In one city one important daily was known to keep an equipment of from 32 to 45 delivery wagons employed daily for the sole purpose of delivering premiums to the subscribers on contracts taken by them in connection with the premium canvas. The premiums used were purchased in such great quantities that the facilities of several premium houses were taxed to supply the demand. One premium house alone was known to furnish premiums to a single paper in amounts exceeding the value of \$30,000 per month. This was in a city where the fight for circulation supremacy was very bitterly waged.

Mrs. Helen Varick Boswell, president of the Woman's Forum, New York City, spoke at the Wednesday morning session, on "Premiums and the Home."

Meeting of Agricultural Publishers

There were over 200 in attendance at the departmental

meeting of the Agricultural Publishers Association on Tuesday and Wednesday. Various speakers participated in throwing light upon the following subjects: "The Importance of the Farmer's Trade to the Small-town Dealer"; "What are the Farm Papers Doing to Help the Small-town Dealer?"; and "To What Extent Is the Small-town Dealer Co-operating With Advertisers Who Are Reaching the Farm Trade Through Farm Papers?"

With T. W. LeQuatte, presiding, the meeting became a conference between the representatives of small-town retail interests and the farm papers.

Mr. LeQuatte believed that copy-writers who knew the agricultural field could be more extensively employed. In every piece of copy, he said, in every agricultural paper, he has found examples of the work of men who do not know the audience which they are addressing. He believed that it was almost a miracle that so large an amount of the copy in farm papers has proven successful.

Geo. L. Louis, advertising manager of A. Stein & Company, told of some investigations he had made regarding his product among farmers. Vastly to his surprise he found that the possible demand for garters among farmers was very large, over 50 per cent wearing them. He has therefore planned a farm-paper campaign as a result of a try-out in five agricultural mediums.

R. K. Gernert, a retailer of Cloud Chief, Okla., told the story of how he built up his business in a farming community. Ten years ago he began with \$48 and a box of free cigars. In 1914 his year's sales amounted to \$54,680.

Many instances were related to show how much easier it is to sell nationally advertised goods than unknown goods.

J. A. Martin, of the *Progressive Farmer*, expressed the opinion that mail-order advertising was just as legitimate as any other advertising and that if the retail dealer used a like amount of enterprise he would have no cause

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Gain in paid circulation in 1914 is what the Auditor of the Audit Bureau of Circulations found had been made by

Farm Stock & Home

MINNEAPOLIS, MINN.

When **Farm Stock & Home** announced its rate of 50 cents a line, it guaranteed a circulation of 115,000 gross. It is now printing and mailing regularly in excess of 126,000.

Farm Stock & Home is in this growth reflecting the prosperity of Northwestern farmers, but this factor alone would not bring circulation growth unless **Farm Stock & Home** was finding favor by the excellence of its contents.

Concentrate your advertising appropriation in the states of Minnesota, North Dakota and South Dakota, Wisconsin and Iowa.

Use the liveliest paper in this territory.

Farm Stock & Home

REPRESENTATIVES



Chicago,
J. C. Billingslea,
1119 Advertising Bldg.

New York,
A. H. Billingslea,
No. 1 Madison Avenue.

St. Louis,
A. D. McKinney,
Third National Bank Bldg.

to complain. This precipitated a warm discussion. G. B. Sharpe, of the De Laval Separator Company, said that this would be an uninteresting world to live in if there were no competition. All the dealer should ask for is fair competition.

The question of the margin of profits allowed on nationally advertised goods brought a contribution of various opinions. A Minneapolis retailer stated that there was no real profit left in nationally advertised goods when they finally reached the retailer, and he urged that manufacturers look more carefully to the profit allowed the dealer.

Hugh McVey, of *Successful Farming*, declared that the big thing of interest to national advertisers is the work started by farm papers in small-town development.

The conviction was expressed by several speakers that farm journals have still a large work to do in developing farm communities. The intelligence of the farm press in co-operating with advertisers was commented upon by several advertisers like G. B. Sharpe, Wm. H. Ingersoll and O. C. Harn.

As a result of the focussing of the needs of development of farm communities, a petition to the National Commission was framed, advocating the extension of the influence of the A. A. C. of W. into small towns.

Otto Barth, of the Witte Engine Works, said that he judges the worth of a farm-paper medium by studying the editorial contents of the paper, by appraising the personality of the editor and by estimating the ability of the editor to serve his constituency. In the past two years he has selected over 50 farm papers on this basis, of which only two have proven to be undesirable. Mr. Barth said that if farm papers will study their own business from the viewpoint of its advertisability and then will advertise their business, national advertisers will give them considerably more attention.

There was some discussion as to whether candidates for mem-

bership in the Agricultural Publishers Association should first become members of the Audit Bureau of Circulations. A ballot showed an even division of sentiment and the matter was held over for future action.

The following officers were re-elected: President, B. D. Butler, Chicago; first vice-president, W. A. Whitney, of Orange Judd publications, Springfield, Mass.; second vice-president, E. T. Meredith, of *Successful Farming*, Des Moines, Ia.; secretary, Frank E. Long, Chicago; treasurer, C. C. Rosewater, Omaha.

Poster Advertising Association Department

Owing to the taking of testimony in the Government case against the Poster Advertising Association, it was not possible fully to carry out the poster programme at the convention. Several of the speakers, including the chairman, had to appear in court. Robert Frothingham, of New York, conducted the sessions in the absence of A. M. Briggs. Some interesting discussions took place on poster copy, which centered around the paper of A. W. Hutaf, a New York poster copy expert.

In the discussions regarding the methods of getting the most out of poster campaigns, Mr. Frothingham made the point that one of several important by-products of poster advertising is the effect it has on a sales force. He contended that it had a marked effect in creating enthusiasm. "It greets the salesman from every vantage point along the street," he said, "and simply compels attention. It is so big and impressive, with its 200 square feet of space, that we can't get away from it if we would."

Kerwin H. Fulton, of New York; E. Allen Frost, of Chicago, and John Shoemaker, of Washington, were elected members of the National Commission. There was no election of officers, these having been chosen at the last meeting of the directors' meeting of the Association.

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Meeting of Specialty Men

The attendance Tuesday and Wednesday in the departmental meetings of the National Association Advertising Specialty Manufacturers averaged around 100.

Theodore R. Gerlach, of the Gerlach-Barklow Company, Joliet, Ill., explained the relation of the specialty association to the budget of the advertising clubs. He believed that specialty manufacturers might well extend even stronger support, if necessary, because of benefits derived from A. A. C. of W. work.

Lewellyn Pratt, of the Passaic Metal Ware Company, explained the function of the National Commission and its relation to various departmentals. H. B. Hardenburg reviewed the benefits to specialty manufacturers participating in the work of the clubs, as printed in part in last week's

PRINTERS' INK.
A rather unusual instance of the use of specialty advertising was cited by Henry C. Walker, president of the Walker-Longfellow Company, Boston. Last April, he said, he received a letter from the *Farm Journal*, of Philadelphia. In this letter the *Farm Journal* said that it was sending an Excea climbing rose, the best species, it was stated, which had been originated in the last five years. It was mentioned as a vigorous climber and, the *Farm Journal* said, "we know it will grow more beautiful and splendid for you if you will give it friendly care." The *Farm Journal* trusted the rose would act as a reminder of the *Journal's* plan of satisfaction or money back. "The rose goes to you with our best wishes in advertising as in rose culture. May its blooms ever brighten the corner where you are," was the conclusion of the letter. Mr. Walker regarded this rose bush as an advertising specialty, selected to act in a peculiarly fitting way as a reminder of the paper and its service.

Others who spoke were: H. H. Bigelow, of Brown & Bigelow, whose address was dealt with in

last week's issue; H. S. McSavaney, of Elwood Myers & Company, on efficient salesmanship; Merle Sidener, of Indianapolis, on advertising specialties and general publicity; C. S. Sultzter, president of the Red Wing Advertising Company, on what specialty advertising is; H. R. Doughty, of Gerlach - Barklow Company, on better use of specialty advertising, and G. C. Hirst, vice-president of the Osborn Co. The latter's address was treated last week.

Officers elected were: President, C. L. Cruver, president Cruver Manufacturing Company, Chicago; first vice-president, George H. Blanchard, Blanchard Brothers, Brooklyn, N. Y.; second vice-president, H. G. Walker, president Walker-Longfellow Company, Boston; secretary, Miss E. White, Chicago; treasurer, John Baumgarth, John Baumgarth Company, Chicago. Member Vigilance Committee, H. H. Bigelow, president Brown & Bigelow, St. Paul, Minn.

Religious Press Association

R. T. Eaton, of the *Continent*, Chicago, in his address entitled "Circulation and Its Relation to Advertising," expressed the conviction that after a scramble for quantity of circulation the pendulum was slowly swinging back to quality. He further made the point that the higher the quality of circulation, the less probability for direct inquiry in response to the advertising it contains.

Philip Ritter, of the M. Volkmann Advertising Agency, New York, predicted a growing appreciation of religious papers. He recommended four things that will make a strong appeal to any advertiser or agent, viz., audited circulations, flat rates, half a cent or less per line per thousand, and "thirteen and three."

Other speakers at the Religious Press Association meeting were: Oliver R. Williamson, publisher of the *Continent*; Dr. Wm. E. Barton, pastor of the First Congregational Church of Oak Park, and editor of the *Advance*; Dr. Dan-

B. Brummit, editor of the *Ephworth Herald*; Humbert P. Pagan, manager of the *Indiana Catholic*; Samuel Reis, of the *Congregationalist* and *Christian World*, Boston; J. W. Clinger, of the *Christian Endeavor World*, Boston, and J. S. Dickerson, secretary of the University of Chicago. The latter's address appeared in part in last week's issue.

Big Attendance at Direct Advertising Meeting

The direct advertising session proved, as it did last year at Toronto, to be one of the most popular sessions. At some of the meetings the attendance overflowed the room, numbering five hundred and more. From the discussions it was evident that these meetings appealed to the smaller advertiser not yet ripe for big national campaigning.

It was decided to organize the conference into a regular organization so as to be able to have representation on the National Commission. The permanent organization will be known as the Direct Mail Advertising Association, having for its membership service agencies, printers, list house and letter concerns.

J. Walton Heegstra, of Chicago, read an interesting paper and C. G. Howell, of the J. I. Case Plow Works, described the methods his company used in keeping the dealer sold by means of letters which had nothing but good will to sell.

Judging from the talk by A. H. Billstein, advertising manager of the Arbuckle-Ryan Company, Toledo, O., some jobbers evidently don't take kindly to the thought of being "eliminated." They value their trade and believe that by proper attention they can hold it, even though a manufacture does occasionally decide to sell direct. Against the possibility of being left in the lurch by manufacturers, Mr. Billstein suggested that jobbers experiment until they find the kind of direct advertising work that will hold their trade.

To illustrate what he meant he referred to a gasoline tractor

campaign conducted by his house, as follows:

"Our dealers were slow to take hold of this \$1,000 proposition, and Henry Jayne, of Nevada, Ohio, told us to go ahead and create the market for it. We planned a demonstration at Toledo. We circularized our entire mailing list with a short letter, telling of our intention and offering to notify a list of large farmers if they would forward names. We laid stress on the large commission with small investment. A special blank for the list was enclosed. A copy of the intended letter was also attached—giving a full description of the intended demonstration, directions for coming, for lunch on the grounds, etc. It also showed a blank space where we were to type in the dealer's own name. The response was over 1,000 names. An attendance of 135 followed. The demonstration was a success, the ice was broken, increased sales the result.

"Make a practice of quoting net prices. The busy man wants to know what they are, and all will not write an extra letter to get them from you. Concealing prices from competitors is an old game, the day for which is past."

According to William B. Simons, vice-president Francis T. Simmons & Co., Chicago, many retailers, who are feeling the pinch of rising costs of doing business, are blaming the over-persuasive traveling salesman, who is out to sell all the goods he can, not caring whether he is over-selling or not.

The salesman to-day must give service, and sell only up to the dealer's real needs. Mr. Simons held up to emulation the example of a specialty house which has instructed its salesmen to be of real value to the retailer. It has gone even further and sent this announcement to its dealers:

"What advantage do you take from the visit of our salesman? His success—and yours—depends upon the confidence he can create in you. He wants your continued business and good will, and he studies to be able to help you in-

crease your department profits. Do you take full advantage of the help he can give you?

"Do you take his recommendation on the best styles for you to feature—whether old ones that you have had success with, or new improved ones to take their place?

"Do you ask him how other successful merchants run their departments?

"Do you ask him what kinds of advertising have proven successful in other cities?

"Do you ask him how you can make more money out of your department by specializing on our goods for standard designs from one dollar up?

"Do you realize that our salesmen are not employed merely to sell goods to you—they are employed to help you sell the most goods possible with the greatest turn-over and profits.

"We do not want our representatives to force themselves upon you—but they can be of the utmost possible help to you if you ask them.

"They are now out with new samples. Make use of their visit to the most advantage for yourself."

"Unfortunately," went on Mr. Simmons, "broad-minded policies such as this are the exception rather than the rule.

"If, however, salesmanship in the broader sense, means more than merely selling, and if wholesalers are to be forced in many cases into the use of the mails, there must be inculcated into the mail campaigns those other features of true salesmanship—service giving and education. The mail must not continue to bear only solicitations to buy, but must also carry out the other functions of the successful personal salesman.

"The successful manufacturer, importer or jobber of to-day, to be successful to-morrow, must put his house in order. He must look conditions squarely in the face and meet them firmly. And he must do so at once. The retailer is fast awakening to wasteful moves in the procuring of his goods and taking drastic measures.

"The traveling salesman, and even the profits of the jobbing house, and the relation and necessity of those in the most economical distribution of merchandise, are now under the critical microscope of the retail dealer. Viewing the gigantic strides made by use of the mail by the catalogue houses, the retailer is now engrossed in planning ways and means of utilizing this same agency for his own welfare, and this not only in selling his goods, but more important, in buying them."

Tim Thrift, of the American Multigraph Sales Company, hit the advertiser who spent a lot of money to get the inquiry and then balked at investing that much more in selling the prospect after he had his inquiry. Kenneth MacNichol, of the Eytine Service, supplemented what Mr. Thrift said about giving the follow-up as much attention as the method of flagging the inquiry, and read a list of figures showing the need of giving letters a decent dress.

Chairman Buckley took up the discussion after this paper to explain a point in Mr. MacNichol's paper about loss through poorly addressed circular matter. It seems that the Chicago post-office finds that 40 per cent of incoming mail at the Chicago post-office is misaddressed. Mr. Buckley declared this high percentage was due to the egotism of the Chicago advertiser in thinking everybody knew his street address, and just putting "Chicago" on his letter-head. The result was that the reply was addressed accordingly, and the railway mail clerk not knowing what station-sack the mail was to be thrown into, that is, whether it went into the sack for Station "M" or "U" or any other, sent it downtown for re-addressing.

PUT YOURSELF IN THE OTHER FELLOW'S PLACE

Before sending out your circular, broadside, booklet or whatnot, "try it out on the dog," suggested John H. Clayton, of the Clayton Printers' Service, Chicago. Suppose, he said, you want to get out a circular on summer travel for

an electric railroad. Get it up and mail it to yourself and then call in Myrtle, the stenographer, and Smith, the bookkeeper. Let them say what they think of it. Mr. Clayton then described the result in this breezy way:

"They don't like it. You don't like it. What's wrong with it?

"Then they begin to pick it to pieces. You patiently listen and then put all their scraps of criticism together. And you find this: To a person in a hot city the folder isn't cool enough; to someone in a wilderness of red bricks, the folder isn't green enough; to a person walking dusty pavements the folder isn't sufficiently suggestive of streams of running water.

"Aha! Our little tryout campaign has taught us a big fact at the cost of very little experience. We now have a point of contact decidedly worth while. So we go back in a much chastened spirit and evolve tryout dummy No. 2.

"Here it is. Will it pull? Let us see. 'The Swan River Valley for Mine on a Day Like This.' . . . 'Whew! But It's Hot, and This Smoky Old City Certainly Gets on One's Nerves.' . . . 'You Don't Have to Stay in Chicago.' . . . 'The Green Fields and Murmuring River Invite You.' . . . 'No Smoke or Grit on the Journey.' (Well, that's a sight for sore eyes.) 'A Train That Runs Like an Aeroplane.' Yes, sounds good—certainly should attract. Now we can tango into print—we've hesitated enough."

Manufacturers will be interested in some suggestion for doing better direct advertising by retail stores. These suggestions were incorporated in a paper by Maurice Elgutter, of Toledo. He said that ninety-five per cent of the retailer's appropriation went into the newspapers and the remaining five per cent into other mediums like posters, street-car cards and direct advertising. Even this fraction of the five per cent can be spent to better advantage, he thought, than is being usually done by retailers now.

First, he said, see that the outside of the envelope contains an

advertising message, such as "Sam Davis, Toledo's Largest Coal Dealer." This envelope will pass through the hands of several mail men who are in the market for the retailer's goods. Let the retailer send to his credit customers little pieces of advertising with his statements. Let the clerks obtain the names of cash buyers and let these names be circularized for goods in which the customers evidently are interested. It was also a good policy, he thought, to send to the lists of cash and credit customers, about a week before a clearance sale, a card announcing confidentially three special days previous to the sale on which they may buy at sale prices. They will feel flattered at such attention, the speaker thought.

Mr. Elgutter referred to the time when he was advertising manager of a large shoe store. Whenever a pair of shoes was sold in this store, the customer's name, address and size were put on the sales slip. From this the facts were copied on a card. One day perhaps the manager of the ladies' department finds that he has too many shoes of a certain style or leather, in small sizes, say 1 to 3½ A. He asks the filing girl for a list of all the store's women customers wearing sizes in that range. He then writes this list of customers, making a special price on this shoe of her size.

Mr. Elgutter believed that occasionally the salesman should send a signed letter to his customers, giving interesting information about store news.

SELECTION OF PAPER

An interesting and informative talk on paper was given by Robert C. Fay, advertising director of the Chicago Paper Company. The quality of the paper can, he said, be made to reinforce or to weaken the advertising message of the direct mail piece sent out. A machinery manufacturer, for instance, he said, who is arguing the strength and stability of his product, would be in part nullifying his message if he were to use an enamel paper which cracked. He

gave some suggestions for selection of paper for the use of offset printing. "Take the various samples submitted to you," he said, "and fold them against the grain of the paper and hold them under a strong reading glass or microscope and note the fibres. If they stand up like grass or like the fuzz of cotton you cannot expect to get good results in your printing. A fibre that stands up will either crush down like spiral spring or will be crushed down with the weight of the roller and will spring back into the air and take with it the ink atoms which should be part of the picture or text, thus giving the page a spotted appearance. If, on the contrary, all the fibres have been rolled flat and present an even and uniform appearance, you can feel safe in specifying the paper, knowing in advance what the results will be."

Mr. Fay pointed to the mail-order houses as excellent judges of the kind of paper to use to back up their advertising message.

Geo. L. Louis, advertising manager of A. Stein & Co., makers of Paris Garters, told about a trip he made, visiting 800 retailers all over the country. He explained how valuable was the information so secured in preparing an advertising campaign. Many things could be learned by getting close to the retailers in this way; by going over their mail with them, finding out what kind of advertising literature impressed them most, and why they were pushing certain articles and not pushing others. He told about an Ohio dry-goods store where the sales and profits of one particular department were far greater than the other departments of the store. He attributed this result in large part to the policy of the manufacturer in sending the retailer not less than two pieces of mail matter every month.

Officers of the Direct by Mail Advertising Conference were elected as follows: Homer Buckley, of Chicago, chairman; members of the Board of Governors, Martin Tuttle, of Des Moines; Kenneth MacNichol, of Boston; Milton Hartman, Detroit; John

H. Clayton, of Chicago; Samuel North, Lincoln, Neb.; Norman Lewis, Cleveland.

Session of House-Organ Editors

The programme at the meeting of house-organ editors was not completed within the time limit, and an overflow session was held Wednesday afternoon.

The departmental was organized on a larger scale by establishing a membership fee of five dollars per year, and electing the following officers for the ensuing term: president, Chas. H. Mackintosh, advertising manager Clyde Iron Works, Duluth; first vice-president, Division of Consumer House-Organs, W. O. Waldsmith, Dayton Engineering Laboratories, Dayton, Ohio; second vice-president, Division of Dealer House-Organs, Robert E. Ramsey, assistant advertising manager, Art Metal Construction Company, Jamestown, N. Y.; third vice-president, Division of Employees' House-Organ, H. P. Gould, advertising manager, Jos. T. Ryerson Sons, Chicago; fourth vice-president, Division of Chamber of Commerce House-Organs, E. M. McMahon, secretary, Board of Commerce, Madison, Wis.; fifth vice-president, in charge of finance, G. Prather Knapp, advertising manager, Mississippi Valley Trust Company, St. Louis; secretary - treasurer, Clifton D. Jackson, secretary, Chamber of Commerce, Benton, Mich.; Geo. Walker, St. Louis, ex-officio member of the executive committee.

It was voted to print the proceedings verbatim and inaugurate an energetic membership campaign.

Among the speakers was Henry D. Wilson, whose remarks were summarized in last week's PRINTERS' INK.

G. P. Knapp, of the Mississippi Valley Trust Company, St. Louis, Mo., spoke on financial house-organs. He stated they should inform on financial problems in popular language, should show the man how to keep track of the market value of his investments,

the wife how to keep her household accounts, the tax payer how to make returns to the Treasury Department, how to arrange for proper insurance premiums, for executorships, etc.

W. A. Fuchs, advertising manager of the Lehigh Portland Cement Company, suggested in the light of his experience, that each issue should contain something that makes it possible to hear from the readers topics like new ways of applying the goods, etc. Questions should be published so that the reader can answer them by a simple yes or no.

C. R. Lippmann, of New York, spoke of house-organs and trade papers, which, he stated, were not antagonistic. The advertiser with a small appropriation cannot well use a house-organ. Nor can the man with a restricted shipping territory use a national trade-paper to the best advantage. The real contest ground between the two is the advertiser with an appropriation of \$3,000 or more (and shipping territory coincident with trade-paper circulation). The question before him, which must be solved by individual considerations, is whether he can make more of a showing with double-page spreads or special inserts, or with a house-organ.

G. B. Sharpe, advertising manager, The DeLaval Separator Company, New York, speaking on his house-organ, said that each issue was planned two months ahead. Officials, salesmen, etc., were notified of the topics to be treated and invited to send contributions. Every three or four months a "farmer's issue" comes out, devoted principally to the farmer's interests. The balance of the time the house organ is sent to the 15,000 selling agents, salesmen and prospective dealers. Special matter for the internal organization is printed on different colored supplements. Chas. H. Mackintosh spoke on the mechanical makeup of the house-organ and on what house-organ editors can do for each other. His remarks were given in part in last week's PRINTERS' INK.

Clifton D. Jackson, secretary of

the Chamber of Commerce, Benton Harbor, Mich., spoke on a house-organ for a board of trade, recommending that it must "sell the city" both to its inhabitants and to the newcomers it desires to attract.

ADDITIONAL TOPICS

The addresses delivered included the following additional topics: "What to Publish in a House-Organ for Consumers," by C. B. Nash, Standard Sanitary Company; "How and Where to Get Materials for a Consumer House-Organ," by T. S. Gamble, White Motor Car Company, Cleveland, Ohio; "What to Publish in a House-Organ for Salesmen," by Brad Stephens, Boston; "How to Find Out If a House-Organ for Salesmen Pays," by C. R. Trowbridge, Dodge Mfg. Company, Mishawaka, Ind.; "The House-Organ as a Producer of Good Will," by V. L. Price, vice-president, National Candy Company, St. Louis, Mo.; "How and Where to Get Material for a House-Organ for Dealers," by F. G. Eastman, Packard Motor Car Company, Detroit, Mich., and "What to Publish in a House-Organ for Dealers," by O. C. Harn, of the National Lead Company. Extracts from several of these papers were published in last week's PRINTERS' INK.

Community Advertising

That community advertising to be successful must reflect actual and not imaginary conditions and should be preceded or accompanied by an aroused civic conscience bent on improvement and reform, was the message of practically all the speakers at the Community Advertising conference, held on Wednesday, June 23, under the chairmanship of Edward F. Trefz, field secretary of the Chamber of Commerce of the United States of America.

Hubert F. Miller, general manager of the Chicago Association of Commerce, described the means by which truth may be made a city-builder.

"Before a community deserves

to be advertised it must achieve at least common decency," said Mr. Miller. "It must be a good place to live in, a good place to hail from as well as a good place to do business in. Such a city deserves publicity.

"Untruthfulness and exaggeration are going out of style in all kinds of advertising. The best and simplest way to approach any community problem is first to discover all the facts and then to tell the truth and make the most of it.

"The first step in the solution of the community-advertising problem is for a town to know itself. It should determine if it is ready to answer the following questions:

"What excuse have we for advertising?

"What has this town to advertise and offer in competition with other towns of like situation and circumstance?

"Will the facts justify this community in claiming equality with or superiority over our competitors?

"Have we any special attractions or exclusive advantages?

"When a flood of advertising comes from some new section of the country a wave of immigration and investment responds. Thus we have literally a floating population which may become a satisfied and permanent citizenship provided only that the advertised community makes good its promises."

"The success of community advertising depends upon the success of community upbuilding," said John H. Fahey, of Boston, president of the National Chamber of Commerce. "I do not believe the community should be advertised unless there is something about it worth advertising.

"Not only must there be the right sort of city government, but there must be behind it the right sort of civic organization, the right sort of civic spirit.

"Most important of all in community upbuilding is business organization. The movement, like that which brought into existence the Chicago Association of Com-

merce, is going to become, I believe, the most effective in the country. That is because the business men who form such organizations are the most effective men. Their success depends upon their getting things done."

John Lee Mahin, president of the Mahin Advertising Co., of Chicago, enlarged upon the idea.

"It is men that build cities, not location—men and the spirit back of them," he said.

"When a community can get itself in the right mental attitude, can devote itself to self-development, then it ought to bring new industries to it, because the best manufacturers, the best business institutions, are in these days as much interested in the health, spirits and the general happiness of their employees as in the skill of the employees."

H. Walton Heegstra, of Chicago, also amplified this same idea.

"First see that you have got something to advertise, then advertise it," he said. "But have the goods first. Boost business all the time and business will never get on its feet. The same with cities. The way to put a community on its feet is not to boost, but to show the way for it to get on its feet so that it will be self-advertising."

Frank Farrington, editor of *Profitable Storekeeping*, and Seth Brown, editor of *American Business*, also spoke. The address of the former was given attention in last week's PRINTERS' INK.

The task of starting a revival of civic spirit was launched with such impressiveness that the national commission will be asked to make the community advertisers a departmental.

Book Publishers' Conference

It appears, contrary to the belief held by many advertising men, that professional men do read and use the coupon. They even welcome it, said G. B. Brewster, of the Lawyers Co-operative Publishing Company, of Rochester, speaking from his own experience. If a coupon is used, it

should be so complete in its wording that the sender actually feels that he could not have done better himself had he dictated or written a letter. Moreover, the wording of the coupon should be made as interesting in its copy as possible. The prospect should be tempted to read it.

Very important, Mr. Brewer thought, is that the coupon should take the mental attitude of the reader, who is quite likely not to take your business as seriously as you do yourself. If you are offering a series of booklets the titles of which are too long to be included in the coupon, a very simple way out of the difficulty is to number each booklet, printing the titles and numbers in the advertisement proper and merely running the series of numbers in the coupons. He himself had gotten good returns from coupons which had been placed in the upper right-hand corner. An inference from his remarks was that the coupon is "coming back." A very large percentage of the 3500 keyed coupon inquiries returned to his company in the past two years would never, he said, have been received at all had it not been for coupons.

W. Livingston Larned, in his paper on "Commercial Art in the Advertising of Book Publishers," recommended a livelier treatment of copy advertising books than has been the rule. He referred approvingly to the campaign on the O. Henry books as follows:

"There's human interest in every one of those full-page ads. They are readable—the pictures create an appetite for all which hasn't been told. It was no deep and baffling task to illustrate the O. Henry advertising. The line of least resistance was adopted. The pictures are little gripping, well-drawn fragments of pathos and tragedy and blunt human drama, penned from O. Henry himself. Thousands upon thousands of men and women are reading these powerful short stories, mainly because the advertisements of them tugged darned hard at their heart-strings—they were 'to-be-continued-in-our-next' ads. The buying of the

books was the 'next chapter.'

Emphasis in the programme of the book - publishing conference had been put upon unusually practical subjects. The chief heads of the discussion in the Bull Ring meeting were: "Problems of the Book Publisher Dealing with the Consumer Through Salesmen"; "Problems of the Book Publisher Dealing Direct with the Consumer by Mail"; "Problems of the Book Publisher Dealing with the Consumer Indirectly Through Book Stores."

In addition to the addresses by Mr. Brewer and Mr. Larned, extracts from which are printed above, the following also spoke: W. W. Wilson, advertising manager of the American Law Book Company, whose speech, upon the relation of the advertising to the salesman's commission, was printed in part in last week's issue; and J. C. Pfeiffer, of D. Appleton & Co., on the use of contests in selling books. G. W. Littlejohn, of Rand, McNally & Co., also spoke on the same subject. His address is printed elsewhere in this issue. H. C. Slemin, of Yawman & Erbe Manufacturing Company, told of the use of office systems in the advertising departments of book publishers. F. G. Stutz, of the West Publishing Company, touched on the relation of the Vigilance Committee work to book publishers. A paper by Carl G. Percy, of Eaton, Crane & Pike, and formerly of Grosset & Dunlap, publishers, was read, on the subject of "Advertising and Merchandising Books."

The conference of book publishers voted against effecting a permanent organization and joining the National Commission, deciding to hold next year's session as a conference. The following officers were elected for the coming year: W. W. Wilson, New York, chairman; J. C. Pfeifer, New York City, secretary.

Meeting of Retail Advertisers

The meeting of those interested in retail advertising was one of
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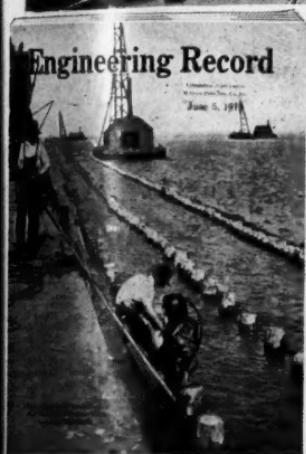
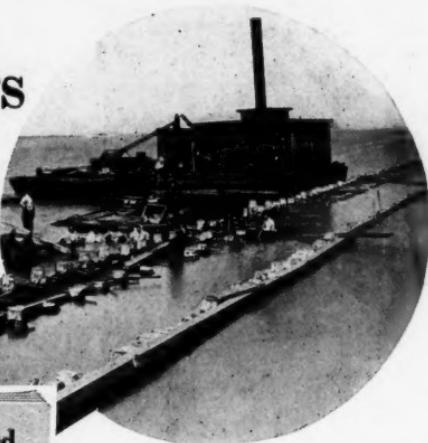
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Facts for Advertisers

to Civil Engineers and Contractors



The Most-Used Advertising Medium

IN 1912, Engineering Record published more paid advertising than any other paper in its field—616 pages more than its nearest contemporary.

In 1913, the lead was increased to 634 pages.

In 1914, the excess was 1037 pages and the first 24 issues of 1915 show a lead of 532 pages.

Year by year the lead grows, year by year Engineering Record more powerfully dominates the civil engineering and contracting field.

There is always a reason for advertising supremacy. Usually it is based on results. Use the most-used advertising medium—Engineering Record—for results.

McGraw Publishing Co., Inc., 239 West 39th St., New York

*Electric Railway Journal. Electrical World. Engineering Record.
Metallurgical and Chemical Engineering.*

Members Audit Bureau Circulations



The New York Theatre is one of the most important factors in the life of the people of New York and those who visit New York.



STRAUSS NEW YORK THEATRE

demand the attention of every advertiser in the New York market. They come to these theatres annually; the progress of 30 years marks time in the progress of patronage. We control the programs and would like to give you full details about them.



By using the Strauss New York Theatre Programs you reach every "worth while" theatre goer in the greatest theatre city in the world.

Millions have been spent on the principal theatres of New York, hundreds of thousands on productions having their initial performance here.



THEATRE PROGRAMS

Yadvado wishes to make a campaign in covering completely. 15,000,000 people go programs them directly and without waste. progress field of endeavor with ever increasing programs principal theatres of New York and details at proposition.

V. STRAUSS & CO.
109-114 Wooster Street
New York, N. Y.

The Strauss New York Theatre Programs contain feature articles of interest to all. These are written exclusively for them and are changed weekly.





The State of "Ready Money"

Halfway across the continent, beginning at the west bank of the Missouri River and extending westward for 40 miles, lies the state of Ready Money.

Upon this pseudonym for Nebraska, all local authorities are agreed.

The banks are burdened with a surplus of money.

Business with the wholesalers and retailers in the distributing centers of the state has been good—the spring trade was particularly gratifying.

The farmers have cleaned up on one of the best crops ever produced, their money is in the bank, and another great crop is being harvested.

It would be difficult to find a situation more nearly ideal for the advertiser. We have no great manufacturing population to be demoralized by wars or strikes. We are a state of *agricultural producers* and *general consumers*.

Nebraska, this year, offers an opportunity to the manufacturer whose merchandise is not yet introduced. Your fall advertising plans, by all means, should include this state.

Your Advertising Will Make Good in Nebraska

This Advertisement is Published under the Auspices of the Nebraska Publishers' Bureau

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the most spirited of the convention. The speeches precipitated almost invariably warm discussions, during which interesting experiences were cited to prove the point.

Among the addresses delivered were those by L. E. Kirstein, vice-president of Filene's, Boston; Joseph H. Appel, publicity director of John Wanamaker, New York; Irving R. Parsons, advertising manager Carson, Pirie, Scott & Co., Chicago, and A. G. Chaney, advertising manager of Tiche-Goettinger Company, Dallas, Tex. The addresses by Mr. Kirstein and Mr. Parsons were published in last week's issue of PRINTERS' INK.

Mr. Appel said that he did not believe enough attention is being given to retail advertising. Retail advertisers, he estimated, spent \$50,000,000 a year. The nearest group of advertisers to retailers, he said, spent only \$70,000,000 a year. He regretted that the retail advertising manager is usually not free agent and therefore is not given full responsibility. He must be given full responsibility if he is to do his best work.

Some of Mr. Appel's remarks are worth quoting because of their grammatical value:

"The word 'news,' as printed in our American newspapers, has come to mean 'human interest.' Newspapers tell the news of a community. Stores, being a community, must tell their own news in a human-interest way."

"Efficiency in advertising is impossible without honesty. But honesty is possible without efficiency. Waste in advertising is a natural result of dishonesty." "Advertising becomes a tax on the people unless it aids distribution and lowers the cost of commodities."

"Advertising is not to sell goods; it is to enable people intellectually and economically to buy goods."

"If we ever reach the point of 'diminishing returns' in advertising, then advertising will go to the ink pile."

"Advertising must be an asset to business, not an expense."

"Advertising must produce and not consume wealth."

Some interesting facts bearing upon chain-store methods were given during the discussion by C. L. Griffin, of Kansas City, who operates a chain of specialty stores. He said that his corporation invests about 3½ per cent of its gross business in advertising, but he did not think that a fixed per cent for any particular store in the chain was advisable. Moreover, he said that the business done last year is not the basis of estimating how much to spend for advertising this year.

Mr. Parsons asked Mr. Griffin, who was explaining the ratio of advertising expenditure, what percentage he allowed for location of the store. Mr. Parsons believed that a good location would equal an expenditure of 1½ per cent for advertising.

The condition and the methods of department stores were touched upon frequently during the session. After Mr. Appel had finished speaking, a retailer from Newark, N. J., asked him whether he believed that recent failures of department stores in New York City were due to false advertising methods more than to adverse conditions, and Mr. Appel replied that he thought that wrong business methods had had a good deal to do with the failures in the past year.

To another questioner Mr. Appel stated that the public is not so much interested to-day in bargain advertising as it is in quality.

A show of hands at the Wednesday meeting indicated that fully a third of those present were from towns of less than 50,000 population. There was lots of enthusiasm all through this meeting, and the time was not nearly sufficient for question and discussion.

Officers elected were: President, Frank H. Black, advertising manager William Filene's Sons Company, Boston; vice-president, A. G. Chaney, Tiche-Goettinger Company, Dallas, Tex.; secretary-treasurer, Paul T. Irish, Thorson-Seelye Advertising Service, Detroit. Members National Commit-

tee, the three officers above mentioned.

Teachers of Advertising

In the conference of Teachers of Advertising, the discussion largely ran on the arrangement of courses and the text-book of the future. The addresses of Paul T. Cherington, of the Harvard University Graduate School of Business; Ralph Starr Butler, of the University of Wisconsin, and Ren Mulford, Jr., vice-president of the Blaine-Thompson Company, of Chicago, were covered in last week's issue of *PRINTERS' INK*.

The interesting suggestion was made by Geo. B. Hotchkiss, of New York University, that the teaching of advertising isn't logically a function of the School of Journalism. He said in part:

"In some universities there is good reason why the advertising work should begin under the protection of the School of Journalism. To continue it there indefinitely, however, or to regard advertising permanently as a function of journalism, would seem to me unwise. Journalism simply furnishes some of the tools of advertising. If it controls advertising, there is danger that it may neglect some of the other tools, such as car-cards, outdoor advertising, direct-by-mail material, and even the trade and technical press."

"Another serious objection is that although the interests of the publisher are really close to those of the advertiser and consumer, it often takes him a long time to appreciate the fact. It would be better to have the advertising graduate see his profession from a loftier point of view than journalism alone is likely to give."

Mac Martin, of the University of Minnesota, spoke on "Establishing Fundamental Advertising" and W. E. Hotchkiss on "A Fundamental Professional Training for Advertising."

Secretaries and Editors

President Woodhead, speaking before the meeting of the club secretaries, on Tuesday, expressed

the belief that the time will come when every local club will have representation, based upon the number of its departments as well as upon the number of its members. Various matters bearing on the conduct of club work were touched upon, some of them being the procuring of new members, collection of dues, counting methods and records.

A feature of the meeting of the club organ conference, held Tuesday afternoon, was a symposium of two-minute talks on the best plans of financing a club paper, on the best methods for obtaining advertisements, and on typography, form and frequency of issue of the club paper.

The speakers and their subjects were: Arnold Joerns, associated editor of *Chicago Advertising*, "How Can Club Organs Best Serve the Membership"; C. S. Clark, editor of *Cincinnati Ad Club News*, "Advantages and Disadvantages of Passing Editorial Duties Around"; C. E. Lawrence, secretary of the Town Criers Club, of St. Paul, "Can Good Local Newspaper Co-operation Take the Place of the Club Organ"; Earl Mushlitz, editor of the *Adscript*, Indianapolis, "Advantage of a Club Organ."

Directory Publishers' Meeting

At Wednesday's meeting, the directory publishers chose these officers: President, Wm. G. Torchiana, Philadelphia; first vice-president, Mrs. H. M. Meek, Salem, Mass.; second vice-president, J. L. Hill, Richmond, Va.; secretary-treasurer, Theo. F. Smith, St. Paul; member National Vigilance Committee, R. H. Donnelley.

Following are the names of the speakers who were on the programme at this meeting and their subjects: B. D. Annewalt, president Association of American Directory Publishers, Cleveland; Joseph W. Hill, president Atlanta City Directory Company, "Educating the Public to the Use of the Directory"; Wilson H. Lee, president the Price & Lee Company, New Haven, "The National Com-

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mission and Co-ordination of Different Branches of Advertising"; Reuben H. Donnelley, manager the Chicago Directory Company, "Directory Vigilance Work During the Past Year"; R. L. Polk, Jr., secretary and treasurer R. L. Polk & Co., Detroit, "Lessons from the New York Campaign"; S. D. Smith, of the Caron Directory Company, Louisville, Ky., "The Duplex, or House Directory"; Theo. F. Smith, of R. L. Polk & Co., St. Paul, "The Place of Reference Medium in an Advertising Appropriation"; G. D. W. Marcy, secretary Sampson & Murdock Company, Boston, "Relations with Civic Bodies"; A. V. Williams, president Williams Directory Company, Cincinnati, "Directory Business Not Affected by Hard Times"; Mrs. H. M. Meek, H. M. Meek Publishing Company, Salem, Mass., "Publishing a Directory in a Fire-Stricken City"; J. Selby Henderson, manager Henderson Directories, Ltd., Winnipeg, Man., "Publishing a Directory in War Times," and William F. Murdock, president Sampson & Murdock Company, Boston, "Backwards and Forwards." Mr. Murdock's address was published in part in last week's issue of PRINTERS' INK.

Murphy With A. S. Boyle Company

John Allen Murphy has become advertising manager of the A. S. Boyle Company, of Cincinnati, manufacturers of Old English Floor Wax. Mr. Murphy was until recently a merchant in Marshall, Minn., and before that at Watertown, S. D.

Advertising Cost in Selling Overland Cars

The Willys-Overland Company, manufacturer of Overland automobiles, is authority for the statement that last year it cost about $2\frac{1}{2}$ per cent to advertise each car sold. This year it is expected that this charge may be even less.

Healy and Cummings With Fenton & Gardiner Agency

Austin Healy and W. R. Cummings have become associated as principals with Fenton & Gardiner, Inc., New York.

Vigilance Mock Trial Enthusiases Chicago

Convention Finds New Kink of Vigilance Session a Happy Thought—"Objectionable Advertiser" Haled to Bar and Found Without an Excuse for Deplorable Conduct

THE vigilance committee work, both in the National Association of Advertising Clubs, and in the individual clubs, is not always made as interesting to its average advertising man as its importance deserves. It was an exceedingly happy thought therefore, for the National Vigilance Committee, headed by Merle Sidener, president of the Sidener-Van Riper Advertising Company, Indianapolis, to advertise it to the club members at the Chicago Convention of the Associated Advertising Clubs of the World, by a mock trial Wednesday evening, June 23. It packed the Auditorium Hotel banqueting-hall and was punctuated throughout with cheers and laughter. All of the parts were well taken, the points were excellent and the demonstration complete. Nothing could have been more effective. Undoubtedly the idea will be copied by many local clubs next fall and winter.

Mr. Objectionable Advertiser was the prisoner at the bar. The judge was W. B. Cherry, vice-president of the A. A. C. of W. Merle Sidener, chairman of the National Vigilance Committee, conducted the case for the people, assisted by Charles J. Orbison, general counsel for the A. A. C. of W. Romney L. Willson, attorney-at-law, Indianapolis, was counsel for defense. Scores of convention delegates had been announced to appear and give evidence.

After a lively and instructive session, the court decided that the offense charged was amply proved and absolutely without justification. He instructed the jury to go home and bring every influence at their disposal against the local publisher who should persist in running objectionable advertising.

During the trial Elmer L. Clifford, manager of the Minneapolis *Journal*, criticised the evidence of W. H. Lamar, a solicitor for the United States Post-Office Department. Mr. Clifford admitted that while the work the government was doing to shut out fake advertising from the mails was effective, it was not enough.

"The government is all right, only it is too slow," declared Mr. Clifford. "You complain about some company misusing the mails, and the matter is referred to the eighteenth assistant postmaster-general. Several months after, you get a letter declaring that the case will be investigated. What we want is not a post-mortem examination, but action before the campaign is over and the public has been fleeced."

Mr. Clifford also declared that he believed the most effective vigilance work would be done if the government would bar out from the mails publications which do not keep their advertising pages clean. This suggestion brought forth great applause.

Mr. Lamar in his evidence also said that last year the Post-Office Department received and sifted out 50,000 complaints against fraudulent mail-order schemes. Four thousand of these cases were brought to trial. Government figures prove that every year the people of the United States are fleeced by fakers out of approximately \$239,000,000.

The prosecution proved to the satisfaction of both court and jury that Mr. Objectionable Advertiser was a menace to a community. William Woodhead, president of the A. A. C. of W., testified to that effect, giving evidence regarding the bad effect which certain stock and land schemes conducted in Southern California had had upon the advertising of that locality. He said that if the thousands of investors which these fakers had frightened away had not seen the fraudulent advertisements, that they would have attracted other investors and built up a reputation among the capitalist class.

A paper by W. H. Field, of the

Chicago Tribune, was read into the testimony, in which he said the barring objectionable advertising from the columns of this paper had resulted in a large increase of business.

Letters were also read from a number of big advertisers and agents criticising publishers who refuse to clean up. One of these letters from the Blackman-Ross agency, of New York, written to the Minneapolis *Journal* in 1912, was sent out with an order for "H-O" advertising. The agent insisted that the copy be placed away from any medical advertising, because he did not believe people liked to eat in restaurants where the walls were bedecked with pictures of human organs.

Both H. E. Ryan, of L. S. Ayres & Company, Indianapolis, and Louis E. Kirstein, of William Filene's Sons Company, Boston, testified that it was not necessary to use comparative prices to attract retail trade, the most important thing being to build up a reputation for telling the truth, so that anything said over a store's signature would be believed.

J. A. Martin, publisher of the *Progressive Farmer*, Birmingham, and W. C. D'Arcy, of the D'Arcy Advertising Agency, St. Louis, also testified for the prosecution.

Now Letter and Package May Arrive Simultaneously

Mail-order concerns and manufacturers sending samples by parcel post are interested in the recent decision of the Post Office Department at Washington that hereafter a letter may accompany a parcel in the post, sealed in a separate envelope and bearing first-class postage, while the parcel goes fourth class. The letter may be attached to the parcel. Thus, letters and parcels may be made to reach the addressee simultaneously.

The Department calls attention to the fact that parcels shall not be accepted for mailing unless they bear the name and address of the sender, which should be preceded by the word "from."

Graydon With Wynkoop-Hallenbeck

Samuel Graydon, formerly sales manager of the Trow Press, New York, has been appointed general sales manager of the Wynkoop, Hallenbeck Crawford Company.

A Review of the Advertising Exhibit

A Bird's-Eye View of the Leading Features of the Showing at Chicago
By Earnest Elmo Calkins

Of Calkins & Holden, New York

THE committee in charge of the advertising exhibit at the Chicago Convention A. A. C. of W. certainly worked hard to produce a representative showing, judging by appearances. The fact that it was not more representative was due to the nature of the subject and not to the fault of the workers. It is impossible to make an exhibition of advertising, but only of advertising symbols—the counters with which advertising is accomplished. A proof of a magazine advertisement, however well prepared, is not advertising, any more than a tungsten burner is electricity.

Because of this, the exhibition is far more complete in those units which lend themselves most readily to such display. Lithography, for instance, and what are known as novelties, were shown to better advantage and made more interesting exhibits than such important basic methods as merchandising, sales distributions, and other phases of advertising work upon which the entire visible structure of advertising stands.

THE "HIGH SPOTS" OF THE EXHIBIT

It was an exhibition of copy-making principally—copy written, designed and displayed; of color work by all processes, of the products of engraving houses and printers, of posters, street-car cards, booklets, and other things which lend themselves well to exhibitions.

Some idea of the range of subjects and also of the difficulties of the committee may be gathered from the fact that exhibits ranged all the way from a model farm in full running order, representing agricultural mediums, to a library of city directories.

The committee made a brave attempt to show some of the more subtle phases of advertising work. There were charts and tables showing investigations, percentages, per capitae, and the like, but these things naturally did not show up so well in such an exhibition as the bolder and simpler things—colored posters, or automatic moving-picture machines.

There was so much of the exhibits that many of the best things were lost among so many. Quality suffered beside so much quantity, but the very quantity revealed the vastness of the various applications of advertising. It would be well-nigh impossible to arrange such a large and varied exhibition of things in any way that would show their real strength, and especially their relation to the articles exploited. Also the committee evidently exercised little censorship, where a little pruning would have improved the showing.

Nor was there any discrimination between exhibits exploiting some particular medium and business, and exhibits intended to represent advertising as a whole. One or two Chicago art factories were guilelessly showing tracings of well-known German posters as original work. Perhaps when the Vigilance Committee gets through its great work it can take up the question of appropriating the advertising ideas of others. The device of copyrighting designs resorted to by some advertisers is very little protection. What is needed is something broader and stronger, and especially a better public sentiment.

Despite all these things, the exhibition was a remarkable one, reflecting great credit on those who assembled it, and must have been

full of suggestion to the thousands who saw it. Among the especially noticeable ideas were bulletins illustrating the progress of magazine advertising. The early efforts of pioneers were shown beside their current publicity with impressive results. The newspaper interests had, among other things, a miniature newspaper office, from which a daily paper was published, the walls adorned with enlargements of newspaper pages, and reproductions of newspaper advertising. An attractive showing of the work of the Cheltenham Service; an arrangement of matter used for the Stetson hat, and the exhibition of the business press—in other words, trade papers.

SHOWING OF LITHOGRAPHY AND SPECIALTIES

But the fact remains that the two biggest and most remarkable exhibits were those of the lithographers and the specialty men. Lithography occupied an entire room, with posters, cut-outs, labels, poster stamps, street-car cards, booklets, all the forms of advertising ammunition except the printed pages of publications. The novelties were displayed in cases in the center of the main room, and were awe-inspiring in their infinite variety.

These two exhibits suggest several questions: Are these two mediums relatively as important as they seemed, or do they merely lend themselves well to interesting display—or, did their promoters work harder to make a good showing?

Not all the lithography was good advertising, or even good art—which is something else again—but there was a practical completeness about it, which you did not get elsewhere, except in the display cases of the advertising novelties.

And that brings us back again to where we started—How would you show advertising? What can be done with newspaper advertising, or magazine advertising, to represent its possibilities in some complete and convincing way? Street-car advertising is a little easier, but the street-car people

did not live up to their opportunities. This, however, is from the view-point of a man who has daily excellent opportunities of knowing what is behind each of these exhibitions. When it is considered that the rank and file of the associated clubs are the men from small towns who welcome the chance of scrutinizing closely each thing shown here, and better shown perhaps than they have ever seen it, then perhaps the exhibition is a far greater achievement than one may gather from a necessary cursory inspection.

Chicago Convention Briefs

As usual the local newspapers reaped a harvest in advertising due to the Convention. Among the national advertisers using special copy in the Chicago papers to capitalize their advertising were Coca-Cola Company, International Silver Company, Marinello Company and the Phoenix Hosiery Company. The full pages prepared by the Western Association of Advertising Agents to "sell" the Chicago market were also a feature of the newspaper advertising created by the Convention.

Reuben H. Donnelley, treasurer of the Chicago Convention Committee for the Advertising Association of Chicago, said that his local committee had succeeded in raising more than sufficient funds to defray the expenses of entertaining the convention—the amount being in the neighborhood of \$30,000.

While the number of foreign delegates present at the Convention falls below the Toronto showing, due, of course, to international complications abroad, still delegates were present from such far away countries as the Philippines, Hawaii and South Africa.

The "gold" medallions, strung on brilliant scarlet ribbons, which the Poor Richard Club distributed among its friends to hang about their necks made Peacock Alley at the Congress look like the court-room in Buckingham Palace.

The ladies were well taken care of in the Convention programme, the auto trip through the parks, with luncheon at the Midway Gardens, being the treat of the week.

Morris Western Advertising Manager of "Farm and Fireside"

Thomas J. Morris, who has been on the advertising staff of *Farm and Fireside* for the past nine years, has been made Western advertising manager of that publication.

Printers' Ink Cup Goes to Minneapolis

Advertising Forum of That City Wins Over 44 Competitors—Boston and Los Angeles Stand Next—Chairman Stevenson Makes Award

THE PRINTERS' INK Cup was awarded, at the last session of the Chicago Convention, to the Minneapolis Advertising Forum. Los Angeles, the present holder of the Cup, and Boston stood next in merit of service to the cause of advertising. The Cup has now been won twice by the Des Moines Admen's Club, twice by the Advertising Men's League, of New York, and once by the Advertising Club of Los Angeles. There were forty-five contestants in all, more than treble that of any other year.

In making the award the chairman of the PRINTERS' INK Cup Committee, C. R. Stevenson, of the Indestructo Trunk Company, Mishawaka, Ind., said:

"The original duty of the PRINTERS' INK Cup committee was to pass on the evidence submitted by the various clubs and to determine the winning club. This year, however, with the consent and approval of President Woodhead and your executive committee, we have to broaden the scope of the committee's work by furnishing inspirational and instructional data to the various clubs with the idea of enabling them to perform their work more effectively."

"Those of us who are familiar with any considerable number of local clubs will realize the tremendous difference in methods, in aims and in results between the different clubs. We do not believe that all clubs can be reduced to one standard pattern; far from it, but we do believe that every club has the same opportunities and responsibilities, and that all clubs should work along similar and definite lines, striving for the same ends, using the methods which have proved most effective in other clubs in order that something like the same results may

be secured in all parts of the country.

"This is the work which your committee has undertaken, and we are glad to report that we have received the hearty support and co-operation of the clubs. We have sent out numerous letters to each club urging them to work along standard lines, and to submit their work at the end of the year for comparison with the work done by other clubs. We have secured and had printed various phases of club work. We have addressed many of the clubs on the subject of how to run an advertising club.

"Forty-five of the local clubs definitely entered the contest and have shaped their year's work somewhat along the standard lines proposed by the committee. I had hoped that we could be granted the time to allow several of these clubs to tell of their work, but the time is too short to permit more than the three leading clubs to make a personal presentation of their work for the year.

"The work of choosing between the contestants has been exceedingly difficult this year, for the work done by many of the clubs has been so good that picking the winners is like choosing a carnival queen from among the belles of New Orleans.

"Before presenting some of the special features of the leading clubs briefly and announcing our decision, I want you to hear from their own representatives of the work of the three clubs, which, in our opinion, are the three leaders, viz., Los Angeles, Pilgrims of Boston and Minneapolis."

Jack Wilson spoke for Los Angeles, the present holder of the Cup, Carroll Swan for Boston and Mac Martin for Minneapolis.

"Well, gentlemen," said Mr. Stevenson, "what do you think of Minneapolis? Let me tell you that when every club in the country reaches the state of efficiency which the Minneapolis club has achieved advertising will come into its own."

"And now I want to speak briefly of some of the other clubs which have done brilliant and ef-

fective work, and have helped make 1915 the most wonderful year that we have ever had in ad-club work.

"Let us honor the advertising club of Neosho, Missouri, a city of less than 4,000 population, with an advertising club of 70, comprising over 50 per cent on the possible membership in the town. The co-operative sales-day plan, which has been explained in detail at another session, is a notable contribution to the possibilities of ad-club work.

"Let us take our hats off to the St. Louis Club, which, in six months, ran its membership up from 170 to over 700, and is now preparing to publish a book which will serve as a model textbook for teachers of advertising in the Y. M. C. A. and schools throughout the country. I advise you all to look out for St. Louis next year.

"Let us take our hats off to the Dayton Club, which has increased its membership from 49 to 150. A year ago the club seemed about ready for the undertaker. It is now a potent force in the business and economic life of its community. I predict that next year will be a wonderful one for the Dayton Club."

After commanding the work of the Plymouth Advertising Club of Plymouth, Mass., Milwaukee, Cincinnati, Cedar Rapids, Kalamazoo and Joliet, Mr. Stephenson continued:

"We have defined the term 'practical use' of a club's opportunity under the following head:

"First: Increasing public influence confidence in advertising.

"Second: Educating the public to a better understanding of advertising.

"Third: Inspiring and developing the power and efficiency of the individual members.

"Fourth: Promoting and improving the community along commercial, economical and useful lines.

"Fifth: Benefiting the science, art and ethics of advertising, and

"Sixth: Increasing the size, prestige and influence of the club.

"The work of the club to whom

we award the cup has been well seconded and effective along each of these lines. We consider the vigilance work as carried on by this club to be the most effective carried on by any club to-day. We consider it educational, inspirational and technical work equal to any and superior to most of the other clubs. We, therefore, award the PRINTERS' INK Cup with our sincerest congratulations and the hope that it will stimulate them to increased effort, to the Minneapolis Advertising Forum, and call on Mac Martin to receive it for his club."

LOS ANGELES FELICITATES MINNEAPOLIS

Mr. Wilson, of Los Angeles, said in handing the Cup over to Minneapolis:

"The Los Angeles Advertising Club has worked hard and faithfully to take this trophy back to Los Angeles. We didn't have any doubt but what we were going to take it. Just before we left for the East we received word from Sacramento that our PRINTERS' INK law had passed the legislature and been signed by the governor. This was accomplished not only after weeks and weeks of hard effort but months and years, and it is almost an exact bill, the same as our PRINTERS' INK statute.

"When we got this cup last year in Los Angeles we were so proud of it the first thing we did we 'dolled' it all up, put it in an express package and sent it on a tour all over the Pacific coast. Our object in that was to bring before every advertising club on the Pacific coast and Canada, the western part of Canada, what this club represents and to bring them closer to this great national association and make that harmony and enthusiasm more pronounced. In every city, as it went from place to place every week, they had a meeting and it was a PRINTERS' INK Cup meeting, and I believe it produced most interesting results."

Mr. Wilson said he was confident of bringing the Cup back to Los Angeles next year.

"For six years," said Mac Martin, of Minneapolis, "we have prepared our speeches and for six years we have sat in the audience with our little speech of acceptance all ready, and watched some other club walk away with it, but now that we find it here our cup is full to overflowing and we can't tell you."

The awarding of the Higham gold medal to Walter B. Cherry, of Syracuse, brought forth a storm of applause. The Higham cup went to the Syracuse Advertising Men's Club under the conditions which insisted that the medal be awarded to the delegate making the most constructive address during the convention, and the cup going to the delegate's club. Both medal and cup are held perpetually by the winner. Mr. Cherry's prize-winning address was delivered at the advertising agent's meeting. He spoke on "What the Advertiser Can Do for the Agent." Stanley Clague, of Chicago, made the award.

The Boston Mileage Banner was awarded to Joliet; and the Dallas Ladies' Trophy to Shreveport, La.

The New A. A. C. of W. International Hymn

My Emblem 'tis of thee—
Emblem of A. A. C.—
Of Truth I sing.
Our Credo glorious,
Makes truth victorious,
Truth reigning over us
Will freedom bring.

God grant our Emblem Grace,
To hold its noble place,
Truth Exalting.
Upheld with earnest pride,
Publish it far and wide,
Truth for which martyrs died,
Of Truth we sing.

New Turn to Hosiery Copy

The makers of "Interwoven" Toe & Heel Socks recently advertised in New York papers to the June bridegroom. "Have you Interwoven Silk Socks for that Happy Day?" the advertisement asked. "Have you Interwoven Lisle Socks for many wear-proofed months to follow? No wife ought to darn socks the first year. It's very disillusioning. 25 cents up."

Carroll F. Pierce, formerly with the H. Hamilton Holden Advertising and Sales Service, Boston, has joined the staff of the Tomer Advertising Agency, Inc., also of Boston.

New Armstrong Photo Play a Hit

"You Want Something," With Which Texas Young Woman Won A. A. C. W. Prize, Shown at Chicago Convention—Will Be Routed All Over the Country, Showing Before Ad Clubs

ONE of the interesting features of the Chicago convention was the showing of the new prize photo play which, as announced in PRINTERS' INK two weeks ago, was written by Miss Stella Anne Ellis, of Denison, Texas, in a contest in which 123 others competed. Miss Ellis, it appears, was married the week following the announcement of the prize, and is now Mrs. de Bernardi, the wife of a Texas newspaper man.

The play is entitled "You Want Something," and describes the experience of a shoe manufacturer, Jeremiah Fogie, who attempted to sell an unadvertised shoe in the belief that advertising is absolutely unnecessary "when you have the quality." Mr. Fogie has a daughter who is in love with a young advertising agent, Tom Hustle, against whom Mr. Fogie has conceived a prejudice because Hustle is always pestering him with schemes of advertising.

The opening scene shows the offices of Mr. Fogie with a number of old men playing checkers and dominoes. A corner of the factory shows machinery covered with cobwebs.

Mr. Fogie's solitary salesman on the road has just reported that he can't sell unadvertised shoes and encloses an enormous expense account. Fogie sends word to him, "Come back from your excursion." Fogie does not believe the salesman and determines to go out himself on the road and prove the salesman wrong. His factory foreman assures him that the "quality of the shoes couldn't be better."

Fogie takes a train to a distant city and after some weeks of fruitless experience discovers that

a newly advertised shoe has invaded the territory. He discovers on a signboard and in the papers the new shoe advertising, which is headed "You Want Something," and the something proves to be Anti-Skid Shoe.

Immediately after the discovery he loses his pocketbook, and, to his disgust, is advised to advertise. While he is lamenting a team of dogs goes down the street drawing a little cart with an advertising sign, "You Want Something—Anti-Skid Shoes." More disgust. He goes back to the hotel, picks up a pen at the desk to write, discovers that it is a specialty advertising pen with the legend "You Want Something—Anti-Skid Shoes." He looks for the date on a calendar and the calendar bears the blazon "You Want Something—Anti-Skid Shoes." The same motto is woven into the towels on the stand, and when, gasping for breath, he rushes to the window, throws up a sash and sticks his head out, he sees the same words on a blazing electric sign. A moment later, when in response to his ring a bellboy opens the door and asks, "You want something?" the old gentleman flies into a rage and kicks him out of the room.

By this time Fogie is ready to throw up his hands and admit that the salesman was right. He takes the train home, and on drawing near the factory is amazed to find an enormous sign topping it. The sign reads: "You Want Something—Anti-Skid Shoes." He enters the office, where before were valetudinarians and checkerboards, and finds a busy crowd of clerks and stenographers. He rushes out to the factory, and his eyes and ears are saluted with the rush and hum of industry.

Returning to the office, he learns the truth. In his absence Tom Hustle has won the hand of his daughter and taken charge of the business. The advertising idea and impulse are his.

The play closes with the retirement of the old gentleman and the display of a newspaper story in which the old gentleman, now retiring to a well-earned rest, is as-

signed full credit for being the founder of the Anti-Skid Shoe business and the originator of the famous slogan, "You Want Something."

The play will be shown all over the country, in the same way that "Mr. No-Ad's Adless Day" was shown.

Red Roosters Take in Twenty-five

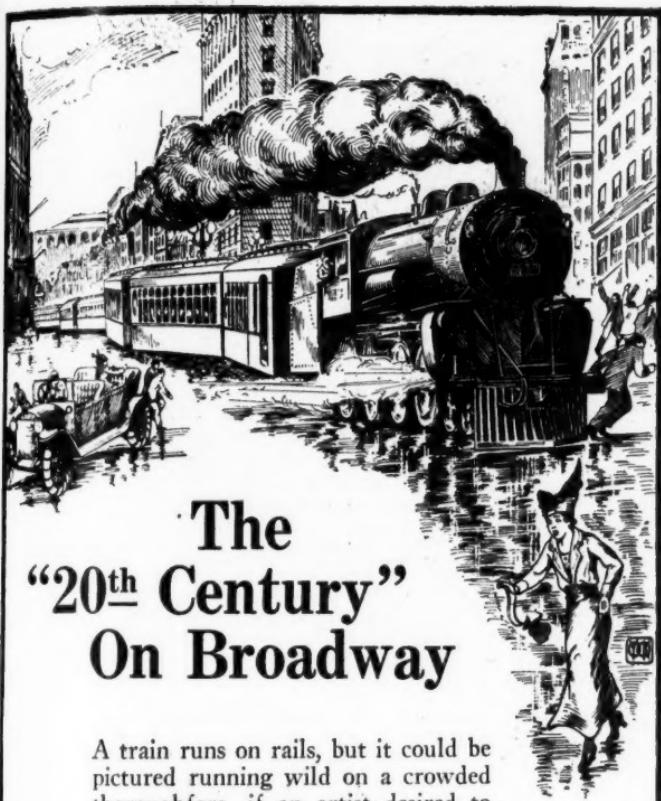
On Monday evening the Red Roosters, a national advertising organization, held an initiation at the LaSalle. The candidates were compelled to drag a float in the street Pageant, shouting their reasons for joining the organization as they marched. Those who survived that ordeal were taken to the hotel and made to scrub floors, wait on table and do general office-boy stunts. Those initiated were Joseph F. Kelly, Chicago; William A. Pritchard, Detroit; W. L. Larney, New York; W. K. Page, Chicago; James A. Ward, Chicago; W. C. D'Arcy, St. Louis; Mac Martin, Minneapolis; Fred Sperry, Chicago; Herbert Johnson, Racine, Wis.; James Rohan, Racine, Wis.; Richard A. Foley, Philadelphia; J. Ray Woltz, Chicago; William Woodhead, San Francisco; Walter Cherry, Syracuse, N. Y.; J. P. Gilroy, New York; George L. Willman, South Bend, Ind.; George Coleman, Boston; S. C. Dobbs, Atlanta, Ga.; J. C. Martin, Philadelphia; E. C. Tibbits, Akron, Ohio; Charles Mears, Cleveland; S. E. Kiser, Chicago; Harold Reid, New York; William H. Johnson, New York; A. E. Chamberlain, Chicago; Frank Pelton, Racine, Wis.

No Exclusive Rights to the Word "Featherbone"

The United States District Court at New York handed down a decision June 22, in the case of the Warren Featherbone Company *vs.* Joseph W. Schloss Company, in which the exclusive use of the word "featherbone" was denied to the original owner. The Warren concern was the proprietor of a patent on the article, which patent expired in 1900. Judge Hand held, in accord with many precedents, that the company in creating a new commodity had created a new word for it, and the word followed the commodity into the public domain. He required the Schloss company to distinguish its product from that of the Warren company, but ruled that it would be sufficient to mark the product simply "Schloss Featherbone."

Customs Showing for Year Just Closed

Customs receipts for the year ended June 30 are estimated to approximate \$210,000,000. This amount would be less by more than \$80,000,000 than the total for the previous year.



The “20th Century” On Broadway

A train runs on rails, but it could be pictured running wild on a crowded thoroughfare, if an artist desired to produce such an absurdity.

Automobiles run on Tire Chains in bad road weather, and yet, sometimes, an artist, who ignores detail, pictures them running on bare tires in scenes of snow, mud or wet pavements.

Chain your automobile illustrations to reality. Put Anti-Skid Chains on the tires when depicting snow, mud or wet pavements.

*Write us for illustrations
of Chain Equipped Tires*

WEED CHAIN TIRE GRIP COMPANY
Bridgeport, Conn.

Prize

*Address
Confer*

**Philip Morris Building
72 Fifth Ave.
New York City**

*The New
Philip Morris
Factory*

The Philip Morris Success

"Many will admit a most plausible reason for complaint of manufacturers' practices would be in the world's oldest concern, in the lead three years."

"They may be surprised to know that during the very same period, the Philip Morris Cigarette business has increased to such an extent as to oblige Philip Morris & Co. to double their manufacturing facilities by acquiring the entire seven-story building at No. 72, Fifth Avenue, New York City."

"The best 'open secret' is this remarkable success is the fact that the manufacture is conducted entirely and exclusively by吸烟者 (smokers)."

Philip Morris

**The World's Oldest
High-Grade Turkish
Cigarettes**

"Never made them the first choice of the world's most critical smokers, at all times and under all circumstances, for the last sixty years."

"The Philip Morris quality is sustained by the use of the best Turkish Tobacco—absolutely without any other commercial tobacco, and under the most experienced smokers."

"The world, placed in Philip Morris & Co.'s intelligent, firm and persistent endeavor to bring their products to the attention of the general public, in defiance of such pessimistic feelings and so-called hard times as may prevail."

The above is a reproduction of a 15 inch x 3 columns newspaper advertisement. We have planned, written and placed Philip Morris & Co.'s advertising for the last three years. If you are interested in our service, we would appreciate an interview, without obliging you in any way.

JAMES ZOBIAN COMPANY

225 Fifth Avenue

General Advertising

New York

Prize Contests That Spur Salesmen

By G. W. Littlejohn

Of Rand, McNally & Co., Chicago

Address before the Book Publishers' Conference, Chicago Convention, A. A. C. of W.

THE subject of prize contests is much deeper and broader than one might suppose at first thought. We are apt to think of prizes and bonuses as of little significance—mere trifles that might put a little "pep" into "new beginners," but not of any great value to older salesmen.

If you will study this matter carefully you will find that this very thing constitutes one of the most far-reaching and effective influences which the sales manager has within his power. This being my belief, and I will widen the scope of the application of this topic, because I believe it is broad enough in principle to apply not only to subscription salesmen, but also to that vast field of activity known as advertising, under whose auspices this general convention has been called.

Whatever may be the assumed difference between what we call salesmen, solicitors and agents, I refuse to recognize any distinction except that of direction and method. I mean the *variation* in the *method* of directing energy to attain slightly different ends. They are all salesmen to me.

Let us take the average salesman as we all know him and consider the effect which the offer of such inducements as prizes and bonuses has upon him and his work, also those milder stimulants, such as honorable mention in bulletins or house-organs, invitations to conferences, etc. I will say at the outset that whatever may be the effect in certain special lines of commodity merchandising with which I am not so familiar, I am heartily in favor of such aids in all lines of salesmanship with which I am acquainted.

Some managers may tell you that it is all right to offer prizes and things of that kind to young chaps—college students and begin-

ners, but that the older and more experienced men would sneer at the idea of your offering them a little prize. I can only say that my experience has been all the other way. Men who have grown gray on our sales force seem to enter into the spirit of friendly rivalry as keenly as beginners and they enjoy our contests and invitations to our conferences just as much as the younger men. The psychological effect seems to be about the same on all of the men. It helps to keep them pleased and in a happy state of mind, and this is surely what we want.

A RECOGNITION OF WORTH-WHILE WORK

I shall not attempt to tell why this is so, but it seems to me that it is because human nature is so constituted that these recognitions appeal to practically all men. The effect of something extra offered to a man may change his whole mental attitude, and that is where the psychology comes in. It seems to be almost universally true. Go back in history away back to early Bible times and take the case of Jacob. You know Jacob played rather a scurvy trick on his brother Esau, and after a time, when Jacob had prospered, he wanted to go back to his brother, but was afraid to go to him, fearing that his brother would not forgive him. What did he do? After making all arrangements carefully he sent some very fine presents to Esau with some very sweet messages. The result was that Esau forgave Jacob and their former friendship was restored.

Take instances of similar experiences all through history and you will find that whenever a favor has been wanted or some extra service required, the potent influence of a gift or some extra recognition has been brought into use.

Are these things all mere pieces



"Your Popular Store Service
is certainly appreciated—
it is service-plus co-operative."

—Walter B. Chittenden

Distribution is the Big Problem

Good, forceful copy in the right medium creates consumer interest and demand; but unless there is adequate distribution, unless the local merchants have the goods in stock, unless they are taking an active interest in them, the sales chain is broken.

To aid its publicity advertisers to solve this problem, The People's Popular Monthly inaugurates the Popular Store plan, a sort of service-plus. Under this service, the advertiser creates simultaneously consumer and dealer demand in the small-town

The plan is simplicity itself, and no doubt this is the reason for its success. This magazine, with circulation of over three-quarters of a million, concentrated in eleven states, has a wonderful influence in creating consumer demand in these states.

In every number, editorially, and through display space, the publisher recommends that subscribers trade with the local merchants who have adopted

service plan. Through its influence, this magazine has been a material help to these merchants in developing and expanding their business.

It is only natural that the merchants appreciate this service, and in turn co-operate with the publisher. Today there are fifteen thousand merchants who are carrying in stock, displaying and pushing the sale of goods advertised in *The People's Popular Monthly*.

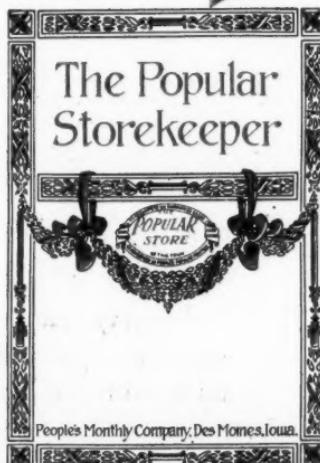
Most manufacturers cover the cities with their own representatives, leaving the small-town field to their wholesale distributors. This service is in the small towns of the eleven states where this magazine has concentrated circulation.

With this Popular Store Service, the manufacturer can intensive work in the small-town field—a field which is little known and presents wonderful opportunity. To make use of this service it is not necessary for the manufacturer to change his advertising plans or sales policy in any way.

This service rounds out and completes each publication campaign, and adds to the efficiency of the sales organization, without increasing expense in either department. It has produced splendid results for sixty-three publishing advertisers—perhaps it can do the same for you. Anyway, we would be glad to discuss the plan with you in detail.

**People's Popular
Monthly**

Des Moines, Iowa



of boyish play? No! It is because the human heart responds to these expressions of recognition and they sometimes count for higher compensation than all the dollars and cents you could offer.

The man who takes his sample or his selling talk and starts out to besiege the big man in the big business chair is a real soldier, and it requires all the courage and all the nerve he can muster to turn his batteries on the big man securely intrenched in his position of power and compel him to surrender and place his name on the dotted line. Does not he deserve some little extra recognition—something besides his regular pay?

But, you ask, how does the special prize or bonus or honor-roll help him in such cases? Just as hope and ambition to win the Iron or Victoria Cross inspires the soldier. He has something to strive for. It has a psychological effect. Neither the soldier nor the salesman thinks about the prize during the heat of the "engagement," but in his quieter hours the thought comes to him and whispers in his oftentimes lonely ear the hope of appreciation and recognition that puts him and keeps him in the right mental attitude—a condition that must never be left out of the list of requisites for salesmen.

There is another reason equally powerful, perhaps less lofty, but springing from the same human nature, and that is love of contest. From the days of the Olympian games to the present time most healthy men enjoy contests. It may be physical or it may be mental, but they like to pit their powers against each other. A competitive contest is a most powerful stimulant. Sometimes the salesman is competing with his employer and sometimes with his fellow salesmen, according as the contest may be arranged, but to make it effective there must always be a stake of some kind to be won. The prize and the bonus or even the write-up in the bulletin or an invitation to the next general conference constitutes such a stake.

The salary you pay a salesman, or the commission he draws, is his regular compensation. It is to the salesman what the "mess" and the paymaster's check is to the soldier, but the prize, meeting his desire for advancement, distinction, appreciation and recognition, which are all within the scope of proper ambition, gives him an extra incentive to put forth his very best effort, the same as the hope and ambition to win a Victoria or Iron Cross inspires the soldier to undertake great feats of heroism.

A SPUR TO EFFORT

Let me cite a few instances in our own experience. We had a group of salesmen who were taking orders for one of our publications. This group was sending in an average of 350 orders per week. We had no contest or special incentive, but other conditions were normal. We arranged a series of prizes for this same group of men in the same territory, same compensation. The first prize was \$50 in gold and there were several other prizes.

This contest has now run thirteen weeks and the average per week is slightly over 500 orders. These men range in age from twenty-three to fifty-eight. They are selling the same proposition at the same price in the same territory, and we know of nothing else to which to attribute this increased business except the incentives which we offered in the way of prizes.

We find also that men deeply interested and hotly contesting for some extra recognition are easier to handle. They are more intent on their work and have fewer excuses, and I think this is another psychological effect which comes from the prizes being offered.

At our last annual conference we awarded prizes to a number of men on the evening of the banquet, and I am sure that the older men exhibited the same enthusiasm as their younger competitors.

In all these contests the extra business secured has more than paid for the prizes offered.

THE AYER & SON ADVERTISEMENT

(Continued)

Besides the domestic sorts—Cheddars, Daisies, Longhorns, etc., Wisconsin produces large quantities of Swiss and Muenster and Limburger cheeses—and in addition considerable quantities of the supposedly "foreign" kinds in ever-growing quantity. In the Pullman diners, these latter may be listed as "types," but they strongly suggest the original.

Last year Wisconsin broke all records in her cheese output. Today she is exporting cheese to Europe. The next step should be to adopt trade-marks, place them upon every package and then let the public know about Wisconsin cheese through advertising.

Wisconsin is our premier State in dairy products, but that isn't the limit of her claims to greatness. In Racine the great J. I. Case Company make and ship threshing machines to all the world. In late years this concern has placed on the market the Case Automobile—a most logical sequence to such a great mechanical plant.

The Kissel Motor Car Company, of Hartford, are also top-liners in their class throughout the nation, while the Jeffery Six needs but the mention to place its high position in the automobile world.

It is our great pleasure to have among our valued clientele in this State such well-known firms as the Cooper Underwear Company (of Klosed-Krotch fame), the Everwear Hosiery Company, the John A. Salzer Seed Company, and the Dr. David Roberts Veterinary Company.

Other Wisconsin manufacturers might well follow the lead of these firms and, through advertising headquarters, make a name and market for their products.

Gloves and mittens, canned peas, paper (particularly writing paper), sweaters and cardigan jackets and carriages are among the possibilities.

Educationally, Wisconsin is a national force. The University of Wisconsin is, in Doctor Eliot's words, "the most useful institution in America." With 7,000 resident students and a wonderful equipment, it is entirely within the realm of probabilities, that, with advertising, the University of Wisconsin would, in a few years, become the greatest educational institution in the Western Hemisphere.

As the national advertising headquarters for schools, N. W. Ayer & Son have the pleasure of advertising several Wisconsin schools and colleges—St. John's Military Academy (the American Rugby), Hillcrest School, Wayland Academy, Grafton Hall, Hillside Home School, North West Military Academy, Milwaukee-Downer College and Racine College are well-known names in the educational world.

To the Wisconsin dairyman or manufacturer or educator, Philadelphia may seem a goodly distance away. But it isn't. N. W. Ayer & Son is known as Advertising Headquarters. Our Chicago office is right at Wisconsin's doorstep—awaiting her invitation to point the way to advertising Wisconsin successward.

We have but scratched the surface of the source of Wisconsin's greatness, but we have sensed the possibilities of a greater future greatness. Advertising Headquarters is the logical place to bring about its development.

Our latchstring is out—

N. W. A Y E R & S O N
P H I L A D E L P H I A
N E W Y O R K B O S T O N C H I C A G O

Two Big Factors For Wisconsin

Nature and the Wisconsin Daily League have arranged themselves to make business for the advertiser who will investigate conditions.

Wisconsin produces 90% of the peas canned in the United States.

Wisconsin is the leading dairy state in the Union.

Wisconsin has so many diversities in its income as to make it a never failing working ground for business.

The Wisconsin Daily League enters 125,000 of the best Wisconsin homes every day.

Twenty-six of the best papers at the best selling points in the state are read by over 600,000 of the population of the state.

Every publisher of every paper has been trained to co-operation. One order and one check distributed from the central office of the secretary clips off all unnecessary trouble for the advertiser.

Big advertisers are coming into the Wisconsin Daily League;

Are coming into Wisconsin because of the Wisconsin Daily League.

Wisconsin Daily League Papers

Antigo Journal
Appleton Crescent
Beaver Dam Citizen
Beloit Daily News
Chippewa Herald
Eau Claire Leader Telegram
Fond du Lac Commonwealth
Grand Rapids Reporter
Green Bay Gazette
Janesville Gazette
Kenosha News
La Crosse Leader Telegram

Madison Democrat
Manitowoc Herald
Marinette Eagle Star
Monroe Times
Oshkosh Northwestern
Racine Journal News
Sheboygan Press
Stevens Point Journal
Stoughton Hub
Superior Telegram
Wausau Record Herald
Wisconsin State Journal

If you want a quick, inexpensive, effective business producer in Wisconsin, ask about the service and other details regarding the Wisconsin Daily League.

H. H. BLISS, Secretary,

Janesville, Wis.

Now, if I have shown the feasibility and value of these special incentives and established the fact that they have a good and wholesome effect on the salesmen, I would like to say just a few words regarding the method of offering these tokens of recognition. Several things must be borne in mind: The prize must be worthy of the effort; it must be within reasonable attainment; it must appeal to all the salesmen within the group in which it is offered. The plan which I favor most is to give a first, second and third prize to the three individuals who attain the greatest success, and a general-recognition prize to each and all who reach a given limit. Let all prizes be given for attainment enough above the ordinary mark so that the men will really have to put forth an extra effort. The extra business secured will, of course, pay for the prizes without reducing the profits. The contest should also extend over a reasonable period of time, so as to admit of rounding out or completing certain units of endeavor. Ingenuity in the method of keeping the men advised as to their standing at certain stated times is also an item of importance.

I have not time to go into the details of what prizes to give or how the contests should be arranged. These all vary with the conditions of the proposition that is being pushed, but I think most managers would find little difficulty in arranging a first contest and after that the experience makes it easier—and when once tried, I believe any of you will find that the giving of reasonable prizes in whatever form they may take will more than compensate you for the time and trouble in arranging for them, as well as for the outlay which they cost.

Soft Drinks Due for Period of Popularity

Druggists are being urged through their trade papers to take advantage of the prohibition sentiment throughout the country and to advertise soft drinks. The retailers are told to feature the health value of the soft drinks as compared with intoxicants.

Prudential's Little Copy Competition

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA
HOME OFFICE, NEWARK, NEW JERSEY

June 25, 1915.

Editor of PRINTERS' INK:

I notice on page 79 of your June 24 issue you make the statement that the Scheck Advertising Agency, of Newark, is placing The Prudential advertising. This should be corrected in justice to the many other advertising agencies now competing for any advertising The Prudential may do in the near future.

The Scheck Advertising Agency recently sold to The Prudential one piece of copy, taking as its pay for the same the commission derived by it through the insertion of this advertising in the New York Sun on May 16. This is all the advertising the Scheck Advertising Agency has placed for The Prudential. Whether The Prudential will do any extensive advertising in the near future will depend entirely upon the value of any advertising copy submitted by the many advertising agencies after its business. In like strain it can be said the advertising agency which submits copy deemed most desirable will be the advertising agency chosen for the placing of this particular advertisement or advertisements, and nothing else.

HARVEY THOMAS,
Supervisor of Publications.

Style Changes and the Unemployment Problem

THE CHARITY ORGANIZATION SOCIETY OF THE CITY OF NEW YORK

June 25, 1915.

Editor of PRINTERS' INK:

Your editorial in the issue for June 24 on "Advertising to Control Style Changes" will, I hope, have the good effect it deserves. If it persuades some advertising man to invent a means of keeping styles popular it will have done much to cure some of the troubles with which we deal. We get the backwash of your problems. Bad business with you means unemployment among the poor. It happens that we have just issued a bulletin treating the subject of shoes from a slightly different angle.

If the manufacturer will see that it is better for him and his workmen that styles be controlled, and if advertising men make this possible by keeping styles popular, there will be more steady jobs and less unemployment.

Your editorial is certainly welcome.

KARL DE SCHWEINITZ,
Secretary, Finance Committee.

Advertising to Physicians

Parke, Davis & Co., of Detroit, are conducting a campaign among physicians on their Germicidal soap, and ether. A new ether container furnishes some of the talking points in the advertisements.

Nordhem on Advertising by Posters

Speaker at Chicago Convention Explains Dealer Influence Wielded by Posters—Also Shows How Posters Can be Moved from One Section of a City to Another to Stimulate Sales

IVAN B. NORDHEM'S subject at the Chicago convention was "Advertising Campaigns." Unlike most advertising men, Mr. Nordhem holds a unique position in that he is not only a seller of advertising, being an official solicitor for the Poster Advertising Association, but he is also a buyer of advertising, being interested in a financial way in several important manufacturing enterprises. Mr. Nordhem outlined the various steps to be taken in floating a new article of merchandise, beginning with the product and the package and then proceeding to follow through the various classes of advertising media which might be employed. These subdivisions in the advertising of any product which passes through several hands before it finally reaches the consumer he named as follows:

- 1—General Publicity.
- 2—Dealer's Store Outside Advertising.
- 3—Dealer's Store Inside Advertising.
- 4—Direct Appeal to Dealers and Clerks.
- 5—Direct Appeal to Consumers.
- 6—Direct Mailing.
- 7—House to House Demonstrations.
- 8—Trade Journals.

For all of the various classes of mediums in the field Mr. Nordhem had some good word to say. When it came to his own medium, that of poster advertising, he first pointed out its influence upon the dealers who stock the goods. He said in part:

"We are all influenced more by what we see than by what we hear, and the dealer cannot help but see the poster advertising of a product when the posters are displayed round about his store and his neighborhood. It is the kind of advertising that the dealer can see—the kind that comes directly to him, to his own neighborhood, and which is bound to influence him."

"What is true of the dealer is, to a certain extent, true of the salesman representing the manufacturer. No matter if the salesman is provided with a printed portfolio of the campaign and the various mediums to be used, which is to inform him and keep him posted of what is to come; no matter if he has spent a week at headquarters and listened to ginger talks and selling gospels; no matter how well he knows his line or how expert and enthusiastic he is, he, too, is going to be helped, stimulated and made a better salesman by his company's poster advertising. He is bound to get new energy—new selling force, new courage and new sales arguments because he, like the dealer, sees all around him in his travels from store to store, from town to town, the posters advertising the goods he sells, and he, too, the salesman, is bound to be influenced by this tremendous force, which, huge in size, brilliant in color, beautiful in its presentation and manifold in number, is proving to him every day, every hour, every minute, that he is selling a product which is really being advertised. If he has forgotten the portfolio, forgotten the ginger talk or sales tips, here's something—the poster medium—which is an every-hour reminder of whom he represents and what he is selling.

LITTLE WASTE

"There is another feature about poster advertising worthy of a few words and that is its flexibility. The advertiser who uses the poster medium is not compelled to accept hard and fast territorial circulation whether he needs it or not. Poster advertising enables him to advertise where he has distribution or where he wants to secure distribution. The flexibility of the poster medium almost eliminates waste. The advertiser can select a city, a county, a State or several States; and he pays for exactly what he gets.

"More than that, he can move his displays from time to time from one section of a city to another, so that if his sales need

To the man who competes with a big Advertiser:

The bigger the better! Every dollar the other fellow spends builds business in your line. He profits first and most, as he deserves, but he is giving you a better chance than he had, to do what he has done.

He's the pioneer; he's blazed a trail through unknown country, taken the chances, met the obstacles, discovered the safe pathways. You don't have to face those difficulties and dangers.

He's proved that advertising moves your goods; he's taught the trade to get behind advertised articles in your line; he's overcome the inborn conservatism of trade and public.

You can't take his reward away from him. But when you finally do start your modest little campaign you'll discover that he's done more for you than you suspect.

We can't all be pioneers, but there's something to be said in favor of arriving in a Pullman car. We've yet to find a campaign so big and so good that there's no room left for another in the same line.

Let's discuss this. It costs you nothing, involves no obligation. And it won't bore you, either.

The Procter & Collier Co.

Advertising Agents

New York CINCINNATI Indianapolis

Member Audit Bureau of Circulation

Say au revoir but not good bye!

To all those kind friends who have given me such a good time and helped make my stay so pleasant, I extend the hand of friendship with a cheery thank you!

Your convention has shown me that your great endeavours are helping the world to be a better place to live in.

Vivat A. A. C. W.



Advertisement Manager

LONDON OPINION

Watergate House, Adelphi, London, Eng.

stimulating in a community or he wants to create sales in new neighborhoods or encourage demand from new dealers, he has in the flexible poster medium the ammunition with which to do this. And besides this flexibility you will recognize from the facts I have pointed out here that the advertiser actually controls circulation when he uses the poster medium. Therefore, I believe that here is another point which helps to clinch my argument that poster advertising as a medium is certainly to be reckoned with in the preparation of an advertising campaign, and is entitled to an important place.

OPPORTUNITY FOR ILLUSTRATION

"Very little advertising is put out these days without the advertisements in some way illustrating the article or the product. Sometimes the medium permits of beautiful reproductions, such as the back covers of some of the magazines, or some handsomely printed street-car cards. But at all events, advertisers demand that the goods be illustrated. This holds true whether it be an automobile, a talking-machine, a safety-razor, a can of Heinz Baked Beans, a bottle of grape-juice, hats or shoes. Since, therefore, the illustrating of the goods to be advertised is so important, does it not follow that the medium which can best illustrate the goods should command a place in the campaign? First, the poster has heroic size to command it, because each poster panel is as wide as an ordinary city lot and eleven feet in height. Second, it has the advantage of color, and color means beauty and eye-catching quality, actual reproduction of the goods and increased selling value. Third, because of its size, the name of the goods, the name of the manufacturer or the selling message can be displayed in letters so large that he who runs may read.

"After all, all advertising is planned with a view to having it read by the greatest possible number of people. That is the fundamental thought back of the whole scheme, regardless of what medium or mediums are used. Tak-

ing that as a sound basis, I cannot very well see, then, where poster advertising does not deserve a place in an advertising campaign planned for a product for which it is supposed to secure wide distribution; for poster advertising is seen and read by everybody who is up and doing. Every man, woman and child reads the advertiser's message on the poster. They cannot escape the message it delivers. It does not wait to be sought out. The poster requires no purchase, no leisure or time, and it permits of no delay or future reference. It thrusts itself before the eye of everyone—it confronts.

"Whether it appeals to all classes or not, is not the question. If it is an automobile you are advertising, the poster will show your car to the prospective auto-buyer. The same is true of tires. If it is a loaf of bread or a bottle of ketchup, the poster will tell your story to the discriminating housewife. So I say when proper consideration is given to this real value of the poster medium I believe that no advertiser or advertising man will disagree with the statement that poster advertising is a powerful link in the chain of a connective advertising campaign."

J. P. Beck Joins New Cement Company

J. P. Beck, who resigned as publicity manager of the Universal Portland Cement Company, on April 15, is now connected with the Hagar Portland Cement Company as assistant to the president.

This is the new Portland cement corporation formed by Edward M. Hagar to acquire a chain of plants extending across the country, to be operated under one management. The general offices of the company are in Chicago.

Ray Leeman With Cincinnati Auto Concern

Ray Leeman, formerly director of publicity of the Henderson Motor Car Company, of Indianapolis, and one time advertising manager of the Indiana Automobile Manufacturer's Association of that city, has been appointed advertising manager of the Citizens' Motor Car Company, of Cincinnati, distributors of the Packard and Overland automobiles.



Dr. Ernest Ott, private physician to the late King Edward, writes: "I have been using Sanatogen for many years in my practice with excellent results, especially with elderly people, when it was desirable to build up strength and to improve the circulation of the blood." Sanatogen has been endorsed by over 2000 Physicians.

COPYRIGHT, BAUER CHEM. CO.

A WINDOW DISPLAY

need not be a "Punch and Judy" show, but it must be planned with a real selling idea.

The illustration shows one card, of a series used as window display. Shown together, five cards tell the advertiser's story, yet each card can be used singly and is complete in itself.

A departure from the ordinary, in striking color, and practical selling ability—Not merely pretty, but strong enough to be understood from across the street this display has attracted wide attention.

Are you seeking new ideas?

Send us your proposition, and we will submit plans, sketches, and estimates of cost.

The MUNRO and HARFORD CO.

Lithographers & Color Printers
33d ST. & NINTH AVENUE
N E W Y O R K

Importance of Color Harmony in Direct Advertising

By R. S. Moore

Of the Ault & Wiborg Co., Cincinnati, O.

Portion of address before the Direct by Mail Advertising Conference at Chicago Convention, A. A. C. of W.

WILLIAM MORRIS, in defining the term beauty, emphasizes the fact that nothing can be beautiful unless it is useful at the same time. Now, in one sense, it is hard to conceive of the actual "use" of harmony in colors, but in connection with direct advertising it is quite easy to conceive this. If, for instance, on a letter-head there is a display of color which tends to no particular purpose, it cannot be considered beautiful, as the use of color must always serve some definite end. In nature there is always harmony. Take, for instance, any single flower and you will find that the colors in it will never clash one with another, and if you turn to nature, therefore, for harmonious combinations, you can find an endless variety. If you make your selection according to nature you will never go wrong.

Doubtless the psychology of this fact and rule is that through numberless generations the human being has become accustomed to nature's combinations of colors and schemes of harmony, and they have actually and rightly been accepted as our basic rules, and our ideas have been formulated and crystallized therefrom.

CONFORMING COLOR-DESIGN TO ARTICLE ADVERTISED

If we are to get out literature or a letter, for instance, advertising butter, certainly we would not want a lavender or red tinted paper. We would undoubtedly select a yellow or cream tinted paper stock. If the composition is to be simple, we would use probably two tones in the printing, and if these are properly selected a pleasing result is secured. If an ornate printing is required, a scheme showing necessary colors ar-

ranged to portray a beautiful sylvan scene with a fine, healthy-looking cow or two in evidence certainly suggests to the prospective buyer, not only harmony of color in the printed matter, but harmony throughout—the whole thing is pleasing and suggestive of something desirable, and therefore creates in the reader's mind the need or the wish to possess that something that is advertised. This is an extreme example, but illustrates the point.

The inks used in the printing of direct-advertising literature bear a responsibility for good effect on the total job very much out of proportion to their actual cost. When one considers that where inks of the highest quality are used in the printing, the cost of those inks as a rule averages less than one per cent of the total cost of the job, it appears absolutely foolish to use anything but the very best of inks, as the difference in cost between good and poor material amounts to practically nothing.

We must realize that the appearance of the literature must take the place of the appearance of the individual. Direct advertising comes from the man or the firm itself—it hasn't the prestige or the appearance of the magazine or the newspaper to bolster it up and aid it. It hasn't the association of other larger advertisers to help lend class to it; but it stands alone—either good or bad, either favorable or unfavorable, profitable or non-profitable. It contains in itself, and in itself only, the elements that will secure or not secure the business desired.

WHY BLACK INK IN CIRCULAR LETTERS IS BEST

In the printing of a circular letter, which really is the most direct of all type advertising, whether the letter is printed on



WHERE THERE'S A FARM, THERE'S A HOME

The farm paper is the richest field in America today for the advertising of

COMMODITIES USED IN THE HOME

Advertising in farm papers goes *directly* and *wholly* to people who personally buy, pay for, use and consume home commodities—*no waste readers*.

Advertising in farm papers reaches an audience that is *most influenced* by advertising because they see *least* of it.

THE PROGRESSIVE FARMER

is rated by people who really know editorial merit as the south's greatest farm journal. It is chosen by scores of "general" advertisers, not only as a "class" farm paper, but as a high-grade influential publication that reaches 170,000 progressive, well-off American homes.

The Progressive Farmer, Birmingham, Ala.
Wallace C. Richardson, Inc., Eastern Representatives,
41 Park Row, New York City.
George W. Herbert, Inc., Western Representatives,
119 West Madison St., Chicago.



Here are some of the big "general" advertisers who have so far confined their farm paper advertising in the south exclusively to *The Progressive Farmer*.



PETER HENDERSON & CO. 35 & 37 CORNELL ST.
 NEW YORK CITY





Bayer-Stroud
CORPORATION

Advertising Service
200 Fifth Avenue, New York

announce the
association of

Mr. R. Wentworth Floyd
and

Mr. W. E. Woodward

as executives of their
organization bringing
to it experience and
ability that contribute
much to its strength.

Mr. Woodward's Former Associations:

J. Walter Thompson Co. Agency
Chief of Copy Staff
System, *Advertising Manager, Mail Order Dept.*

Mr. Floyd's Former Associations:

Savage Arms Company, *Purchasing Agent*
Stollwerck Bros. (Grocery Goods)
Sales and Advertising Manager

Butterick Publications
Woman's World Magazine

*Merchandising Analyst and
Business Development*

the press through silk or turned out on one of the letter-printing machines, a color should be used that will not conflict with the letterhead. Typewriter inks and ribbons are made in black, purple, blue, red, green and brown. I would recommend as the safest, wherever possible, the use of black. Black printing on white or light-colored stock is easier to read than other colors, as the contrast between the paper and the printing is greater.

Furthermore, all people are accustomed to reading black-printed copy in the way of books, newspapers, etc. It certainly would be better for all eyes employed in the business world if all correspondence were black printing on white stock. The importance of the appearance of the circular letter—we may say the harmony of colors of the circular letter—is just as great, if not greater, than the appearance of folders or other printed matter enclosed with the letter.

The personality of the advertiser is unconsciously portrayed. The writer may not know it, and the reader may not suspect it, but there is a subtle, indefinable connection between the two. It is said that a man's home reflects his character and indicates his tastes. Is it not also a fact that correspondence reflects the character of the business house and indicates in a measure the principles of the institution? The circular letter is nothing more or less than a counterfeit of a personally dictated, especially written letter—the more clever the imitation, the more effective the letter proves to be. The paper stock selected should be of as good quality as that used in your regular correspondence. Why should you use something cheaper? You are going to imitate your regular correspondence, so it is absolutely necessary to start right.

If you were going to counterfeit a five-dollar bill, you certainly would not cheapen the material used. You would have to keep as close as possible to the real thing—some of these circular letters may be worth a great many

times a real five-dollar bill. If you didn't think so you probably would not send them out. Have the courage of your convictions. Do your utmost to have the matter go out right. Have it look the real thing. Use good ink, good envelopes and employ some specialist to get out the work who knows how to do it. Maintain harmony on the job.

In this class of work it is not only necessary to have an ink that will print well, but that ink must be able to be matched with a typewriter ribbon. The ink in printing must print fairly sharp through the silk or from the wide ribbon, but not too sharp or the fill-in looks clumsy, and anyone can tell at a glance that the letter is an imitation.

THINGS TO GUARD AGAINST IN MAKING FORM LETTERS

In the selection of a paper for the printing of a letterhead care must be exercised to get a paper not too highly sized on account of the inks and ribbons to be used for the printing of the letter. I have seen letterheads printed on beautiful hard-finished paper which brought out the color printing of the letterhead itself and was selected by the printer for the sole purpose of showing off the electrotypes well, but this paper was so hard that the printing from the ribbon would not dry. Ribbon inks will not dry in the same sense as a printing ink on the surface of a paper. They are made from non-drying oils, and the paper must absorb those surplus oils after the printing is done, and therefore the finish of the paper must be such that the oils can get through and into the body of the paper and thus disappear from the surface.

In the printing of circular letters, also, great care should be taken that they do not offset when being printed, as that is, of course, an unmistakable indication that the letter has been printed, and every indication of presswork in a good circular letter should be eliminated.

The facsimile-letter printer who has had trouble in getting a per-

fect match on the fill-in work can tell you what harmony is—he knows. He is after true harmony; an exact match between the body of his letter and the fill-in work. This certainly requires knowledge, patience and experience in order to get perfect results, even with the very best of materials at hand to work with. Even though the ink of the ribbon used in printing the body of the letter is of exactly the same shade as the typewriter ribbon used for filling-in work, it is absolutely necessary that the same amount of color be deposited on the paper by the press and by the typewriter ribbon. A light print does not completely cover, and there is a certain amount of white shows through from the paper. To the eye that is exactly like mixing white in the color itself, and lightens the shade of the color. If the fill-in of the letter is a heavier print and covers better, the difference between the two is very perceptible, and the circular letter thus loses its effect.

MATCHING INK FOR THE FILL-IN

Ten or twelve years ago, when the printing of circular letters had not reached its present state of perfection, we were called upon continually to make up special shades of the different colors. For instance, on Monday morning we would probably find in the mail fifteen different orders for purple typewriter ink to match work produced by any old ribbon, and every one of them was a different shade, and the quantities wanted were small. This meant, therefore, that several mills were required, running all day or possibly longer, to turn out these different purples, and when the goods were shipped we had probably sent out twenty pounds of ink, and the matches secured in some instances were fierce.

The printer would have a typewriter ribbon to-day that he wanted matched. When that ribbon was gone, the quantity of ink he had purchased to match that ribbon could not be matched by the next ribbons he would buy, and thus there was no end of trouble

encountered in getting out even a passable job.

Our company determined to cut out all of this trouble, both for the printer and for ourselves, and decided to make up a line of typewriter printing inks—one shade only in each color—and also make typewriter ribbons for the various machines which would match those shades of colors we made. At first there was a little opposition on the part of some of our customers to this procedure, but they quickly realized the practicability of the plan, and it worked out most successfully for them and for us, and proved a mutual benefit.

This, you understand, was before the day of the facsimile-letter-printing machines that use ribbons, and with which you are now all familiar. Many of the large specialists, however, prefer to use typewriter printing inks, running them through silk for the ribbon effect in printing facsimile letters.

It is certainly false economy to use low-priced inks and ribbons for matching purposes in turning out facsimile letters. A great deal of care must be exercised in manufacturing these products on account of the nicety of the match between inks and ribbons that must be maintained. You must realize that the manufacturer of these articles is compelled to use as raw materials ingredients which are not absolutely uniform in themselves. Oils are not absolutely uniform at all times, and it is a well-known fact that colors at their best do not run always to identically the same shade, even though made from the same formula. Extreme cleanliness of the mills in grinding the inks and of the machines in making ribbons is absolutely necessary, as a very slight bit of some other color left on the machine would change the shade enough to cause trouble.

The printer, too, in printing with typewriter inks, must be absolutely certain that his press and ink-rollers are perfectly clean. Most of the large specialists keep separate sets of rollers, and sometimes separate presses, for the different colors most largely used.

Motion Picture Supplement

A New Magazine in the BIG SIZE

This new publication will be distributed every month on the 15th by the publishers of the Motion Picture Magazine and will be very attractive from every stand-point.

The SUPPLEMENT will be $9\frac{1}{2}'' \times 12\frac{3}{4}''$, and the type size $8'' \times 10''$; (420 agate lines)—there will be three columns to the page, each $2\frac{3}{4}'' \times 10''$, and cuts of standard magazine size can be used in the SUPPLEMENT.

The first issue will be the September Number of **100,000 copies** appearing August 15th.

\$100 per page—agate line rate 25c. Fourth Covers \$250

Forms close August 2nd

Motion Picture Magazine

Now recognized as the Leading Publication in This Big Field

The circulation of this excellent magazine has increased tremendously for the last few months, and the September Issue, which closes July 15th, will be an edition of at least

315,000 Copies

The A. N. A. Audit, just completed, shows the net paid circulation of the February Issue to be 236,289 copies. The gross for the September issue will be 55,000 copies more than February.

We guarantee for 1915 an average net paid circulation of 250,000 copies per issue.

RATE \$250 THE PAGE

Use both publications and get the benefit every month of a high-class circulation of 2,500,000 readers.

Combined Circulation

415,000 Copies

COMBINATION RATE

For the first six issues of the SUPPLEMENT, an advertiser will be allowed a discount of 10% when both publications are used—for instance, a full page in the September editions will be \$315 for 415,000 circulation.

Remember the closing dates for September Issues.

Motion Picture Magazine closes July 15th.

MOTION PICTURE SUPPLEMENT closes August 2nd.

Write immediately if you desire additional information about the SUPPLEMENT or the Magazine, and remember, too—the motion picture public now represents the purchasing power of this nation.

FRANK G. BARRY

Advertising Manager

ADVERTISING DEPARTMENT.....171 Madison Avenue, New York City
HOME OFFICE.....175 Duffield Street, Brooklyn, N. Y.

Foreign Representatives

BRYANT, GRIFFITH, & FREDRICKS COMPANY
201 Devonshire St., Boston, Mass. Peoples Gas Bldg., Chicago, Ill.

A Complete Digest and Record

Of All the Proceedings of
the Convention of the

A. A. C. of W.
has been printed by the

CHICAGO HERALD

Saturday Morning, June 26

The issue consists of 16 pages, and its complete and conveniently arranged contents will be of incalculable value to every advertising man, every agent and every merchant.

First Edition of 100,000 Copies
ONE CENT A COPY
CARRIAGE PAID

Orders for single copies or any quantity will be promptly filled.

CHICAGO HERALD

163 WEST WASHINGTON STREET

A careless printer, using an old set of rolls that are cracked, and these cracks full of some other color, will turn out a letter that is practically impossible to be matched, for the color in the cracks of the rolls will work out and change the shade of the ink very much more than you would think possible.

Direct advertising is certainly an important department of the advertising business. It indicates the personality and principles of the advertiser to a greater extent than any other class of advertising. Therefore I feel sure you will agree with me that every detail in preparing it should be considered carefully, competently and completely, and when this is done direct advertising will certainly justify its existence.

New York "Tribune's" Bureau of Investigations

Samuel Hopkins Adams will conduct a department in the New York *Tribune* beginning July first to be known as the "Ad-Visor." The paper's Bureau of Investigations will undertake to answer questions that may be received, either by personal letter or through the "Ad-Visor" department. The general scope of this Bureau will be to investigate and report upon any local merchandise or any advertisement of local merchandise where a reasonable basis for such investigation is afforded in the question or complaint submitted to it, and to advise as to the reliability of any advertisement or public offer of merchandise submitted to it.

Particular attention will be given any question, criticism or complaint regarding advertisements in the *Tribune*.

Advertises Woolworth Chain as Sole Dealers

Copy was recently run in a dozen women's publications offering six designs for crochet pieces with a ball of "Woolco" Mercerized Crochet Cotton. The copy was signed by the F. W. Woolworth Company Stores, but was prepared and placed for the Harding-Kilton Company, Boston cotton manufacturer. The advertising stated that this particular offer was made through the Woolworth stores only. It was run as an experiment on the part of the mills to determine what might be accomplished in speeding up sales of their product through the chain stores.

Frank G. Eastman has been appointed advertising manager of the Packard Motor Car Company, Detroit.

Automobile Apparel in Newspapers

The Beckman Company, Cleveland manufacturer of Woolware, is advertising Wool Robes and Shawls for automobiles, carriages, steamer rugs, etc., in Chicago newspapers. The copy suggests that if your dealer does not handle the line apply direct for color-plate catalogue and price lists.

Buffalo Juniors Elect Officers

The Junior Ad Club, of Buffalo, N. Y., has installed the following officers for the coming year: President, Lloyd Mansfield; vice-president, E. L. Langley; secretary, L. S. Drew; treasurer, Raymond Wander. The directors, in addition to the above, are Ralph U. Brett, J. H. Mayne and Harry O. Mitchell.

H. S. Spencer Sales Manager of Casket Company

Herbert S. Spencer, formerly general branch manager of the Rutherford Rubber Company, of Rutherford, N. J., manufacturer of Sterling tires, has been appointed sales manager of the Batesville Casket Company, Batesville, Ind.

Men are Influenced by Offer of Sample

It is stated that the Gerhard Mennen Chemical Company, of Newark, received 6,000 inquiries within one week after the publication of an advertisement featuring its "Talcum for Men." Samples were offered in the advertisement.

Powell and Smith Join "Harper's Bazar"

H. W. H. Powell, Jr., and J. Sherman Smith have become associated with *Harper's Bazar*. Mr. Powell has been with *Vogue* and *Vanity Fair* and Mr. Smith with the Home Pattern Company.

Buy "Paint and Varnish Record"

William B. Curtis, New York City, has purchased *Paint and Varnish Record* from L. B. Mackenzie, of Chicago. The publication will hereafter be published from New York.

R. M. Boren Leaves the Seaman Agency

Richard M. Boren, who has been a member of the copy department of Frank Seaman, Inc., for nearly five years, has resigned his position with that company.

Jos. J. Fischgrund, of Cleveland, O., has been appointed advertising manager of the Montreal *Gazette*.

Stunts That Have Multiplied Returns in Selling by Mail

By Norman Lewis

Of the House of Hubbell, Cleveland

Address at Chicago Convention, A. A. C. of W., June 23

THE advertising manager of a large manufacturing concern had an interesting experience not so long ago in the matter of return post cards. He was laying out a card to be enclosed in a big mailing of form letters. Same specifications for the card that he had been using for a long time—regular post-card stock, straight type matter, black ink. But suddenly a thought came to the ad man. "Here I've written a forceful, convincing letter," he said, "and multigraphed it on our fine, expensive stationery—and now I'm about to send out with it this cheap, uninviting postcard! How in the world can I expect people to sign and return such a lifeless thing?"

So he experimented. He divided his big mailing list into two equal parts. The same form letter was sent to both lists, but the return cards were different. With the first lot of letters was sent the same old commonplace card that he'd been using for years.

The other card was far different. First, a brighter and smoother stock was used. Next the reading matter was made snappier and more to the point. Instead of promising the prospect his information in a general way, he was promised a specific book. What's more, a picture of the book was shown, a short caption of admonition, underneath. Finally, the card was printed in two colors—a rich blue and Persian orange.

Not including the illustration the cost of the second card was about one-third greater than that of the first.

CONCRETE EXPERIMENT SHOWS VALUE OF QUALITY

Now for the results. Optimistic though the advertising manager was, the returns certainly were a

joyful surprise. When the cards had ceased to come in, it was found that there were three times as many of the second card as of the first! Think of it—everything else was practically identical in both instances, yet in one the returns were 300 per cent greater than in the other.

A very small detail, this—on first thought. But like the thousand and one similar details in direct advertising, it represented a golden possibility. How many of us are getting a full measure of dollars from such details?

In a recent issue of PRINTERS' INK, Charles W. Hurd relates an interesting incident. A dairy farm in the vicinity of New York City some time ago largely increased its herd of cows. It was necessary to find an immediate market for the milk, and it was planned, in consequence, to send out letters to a selected list of possible customers.

A short, strong letter was prepared, and mailed to a list of 600 names. The significant detail here lay in the fact that it was mailed at eight o'clock in the evening at the Grand Central Station post-office, and consequently reached all of the persons to whom it was addressed in the first mail in the morning. Which meant that it presumably was opened and read at the breakfast table, at the moment when interest in the question of the purity and quality of the milk might be expected to be the most acute.

The returns from this letter, handled with so much respect for details, enabled the dairyman to dispose of the entire output of the additional herd.

The foregoing incident clearly illustrates how important is the time of mailing in direct advertising. Just a few weeks ago I was planning a mailing piece for a men's tailor. It was to go to the

How To
Succeed In
The Publishing
Business



practically ALL women. Take this for your foundation.

Second, surround yourself with people who know the subject from A to Z.

Third, reach out into the nooks and corners of the country and get in touch with everyone you can learn of who is an authority on any phase of your chosen subject.

From these sources, draw your material, and publish this material in the most attractive form possible, with every detail and accessory needed to make it of the greatest practical value.

Fourth, tell your public what you are trying to do, and ask for criticisms and helpful suggestions.

Keep this up for 28 years, making every issue of your publication as much better than the preceding one as possible and you will then have such a magazine as

The Modern Priscilla

-waited for, watched for, read from cover to cover every month in the year by women enough to provide mothers for 500,000 homes.

Gentlemen, there is a recipe for success that we know "delivers the goods"—not alone for the publisher but for the *advertiser* as well.

If you wish to share the fruits of our labors, the advertising columns of The Modern Priscilla are open to you, provided your business is one calculated to commend itself to women of intelligence and refinement.

Our 1915-16 "Advertising Digest" is ready for distribution. It answers every question an advertiser is likely to ask about The Modern Priscilla. Your copy is waiting for you. How shall I address it?

Manager of Advertising

85 Broad St., Boston, Mass.

REAL SUCCESS
in the periodical publishing business is founded on the bed rock of *satisfied subscribers*.

Satisfied subscribers are not the result of building a magazine like other magazines, but *different* from other magazines.

There may be a thousand possible ways of doing this, but if you want to know one *tried and tested recipe*, here it is:

First, select some subject that you know to be of interest to



KNOWN BY HIS COMPANY



IT is "PUNCH'S" proud claim that its advertising columns are amongst the most exclusive in the British press.

In "PUNCH" your announcements appear in select company. They enjoy the protection of "PUNCH'S" own jealously-guarded reputation of seventy-four years' standing. They are taken at their word as are gentlemen amongst gentlemen. They inspire confidence. They acquire prestige.

To advertise in "PUNCH," therefore, is not only to appeal to the British public of the best class, but to feel sure that no suspicious announcement detracts from the value of your own.

More than that, to use "PUNCH" during 1915 is to secure a bonus of 50 per cent. on your advertising, because while the rate is still based on the guaranteed circulation of 100,000 copies weekly the sale is 50 per cent. more, and the rates will not be raised this year.

Perhaps I know the answer to questions you would ask about British trade.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouvierie Street
London, B.C., England

graduating classes of local high schools. I decided to mail the pieces on a Friday, so that they would be delivered on Saturday afternoon. I figured that the majority of these young fellows would have plenty of leisure time on Sunday to talk over the matter of graduation clothes with their parents. The returns clearly indicated that my assumption was correct.

How different, though, would have been the result if I had been mailing a piece of advertising matter to busy business men so that they received it on a Saturday afternoon! In the first place they would not have been there to read it, and if they had, they would scarcely have taken the time to read it on this clean-up day of the week. I have found through experience, that for the average business man, Monday or Tuesday are the best mailing days. This avoids getting the mailing piece to the prospect on a Saturday or Monday, both exceptionally busy days as a rule.

Sales may be influenced by so comparatively unimportant a detail as the use of a letterhead. A certain manufacturer was trying to get better co-operation from his dealers. He started a letter campaign, all the letters of the series being written on the regular letterhead used by all departments of the concern. The returns were very disappointing.

Then a change of letterhead was tried on the theory that most dealers would feel flattered if they thought that the manufacturer was giving them special attention. A handsome letterhead of distinctive design was prepared, entitled "Dealer's Selling Helps Department." The first letter sent out on the new letterhead proved more successful than the combined efforts of the three previous letters.

A MAN LIKES TO SEE HIS FIRM NAME SPELLED RIGHT

Even so small a detail as the address in the mailing of large quantities of direct advertising matter is worthy of the keenest scrutiny. If the prospect's name is "The Brown Company" don't address

him as "Brown & Co." If it's "The Smith-Jones Company" (with a hyphen) don't make it "The Smith and Jones Co." Don't even make it "The Smith Jones Company," simply omitting the hyphen. This detail may lose you many a dollar. One way of minimizing such mistakes is to get your mailing lists only from well-known, reputable sources.

Going back to the matter of return cards for a moment, I wonder what has been your experience as to the government postal versus a plain postcard with a one-cent stamp pasted on. Both are identical as to value and purpose. Yet I have found personally that better results will be obtained by the card with the stamp stuck on than by Uncle Sam's official card.

There is something commonplace and ordinary about a government postcard, probably because we see it so often. Somehow the special card, with the brighter green pasted boldly on, unconsciously receives a higher valuation in our minds. We do hate to throw such a card away.

A short time ago, while riding home from my office, I pulled out of my pocket and started to glance through the latest number of a house-organ prepared by my firm for one of its clients. Each page seemed interesting enough, once I started reading it, but somehow I had to force myself to start. There was nothing there to grip my attention. Analyzing the booklet, I decided that the body type, though an attractive face, was not very plain. It was hard to read. Then the headings were too small, and they did not stand out from the body matter.

In the next issue we used a clearer type for the body, and a larger heading type that afforded splendid contrast. As a result of this detail the house-organ was improved considerably.

A NOVEL FOLLOW-UP

Now for a few letter details. A prominent publisher, located in Chicago, found himself too busy one day to write a follow-up to a certain prospect. On an impulse he told his stenographer to bring

Canadian Campaigns

ADVERTISERS influenced in the selection of media and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undernamed publications and agencies are

A B C Members in Canada

ILLUSTRATED WEEKLIES

CANADIAN COURIER Toronto

AGRICULTURAL WEEKLIES

CANADIAN FARM . . . Toronto

FARM & DAIRY . Peterborough

FARMERS' ADVOCATE London

ADVERTISING AGENCIES

J. WALTER THOMPSON COMPANY, Ltd. . . . Toronto
H. K. McCANN CO., Ltd. Toronto

DAILIES

EVENING PROVINCE Regina

TIMES . . . Moose Jaw

FREE PRESS . . . London

BRITISH WHIG . . . Kingston
(also Weekly Edition)

CITIZEN . . . Ottawa

HERALD & MAIL . Halifax
(also Weekly Edition)

HERALD . . . Calgary

Lydiatt's "What's What in Canadian Advertising" is an authoritative, convenient and comprehensive guide to merchandising and advertising in Canada. Price \$2.00. Obtainable from W. A. Lydiatt, 53 Yonge Street, Toronto.

him the carbon of the last letter he had written the prospect. Folding up this carbon he seized a heavy blue pencil and wrote boldly along the flap, "This letter is just as good as it was on March 17," and mailed it out! Evidently the scheme was successful, for I understand that this "flap letter," as it is called, is now a regular part of the publisher's follow-up.

Another advertiser sent out two letters to a prospect, both on the same day. One contained his usual sales arguments, the other was short and pithy. It started out this way: "Here is a very important point about the Globe Stump Puller that we neglected to mention in another letter that we have already mailed you to-day"—and so on. The secret of the success of this plan lay chiefly in the fact that it brought the first letter forcibly to the minds of all those who had given it but scant attention at the time they first looked it over.

Then there's the advertiser who began to feel that a very important point in a certain form letter he was sending out did not receive the proper amount of attention from the people receiving it. In the next batch of letters that went out the important paragraph was written in red ink. Standing out from the rest of the letter it commanded attention, and needless to say, brought home the bacon.

The same advertiser decided to adapt the idea to another and similar letter. This time he simply lifted the important paragraph out of the body of the letter, and made a postscript of it. This plan, too, was quite resultful. Its principle holds true in nine form letters out of ten, by the way. If you want to be sure of something being read, put it in the postscript.

THIS GIVES AN IMPRESSION OF SPECIAL ATTENTION

A good way to insure your booklet or catalogue being read, or at least given attention, is to send out a letter with it, calling particular attention to some specific part of the booklet. A paragraph something like this will do the trick: "On page 36-37 of this

booklet you will find information of particular value to you—of particular helpfulness to your business." Then the pages mentioned in the letter should be marked right in the booklet with a heavy colored pencil.

A simple scheme, but remarkably effective. The person getting such a letter and booklet is flattered by what seems to be the special attention you are giving him. He feels that the booklet is really worth something, that you're not giving them to everybody, and that you are paying him the compliment of having individualized him. And you can be pretty certain that your booklet will be read.

In a letter like the foregoing one, it is also a good idea to state that the booklet is being sent the reader *with your compliments*. Just a little detail, the same as the marking of the booklet, but it's a detail that generally pays big dividends.

I would like to say just a word on that very important question that comes up so often: "Everything else being equal, which is better, a form letter or a printed folder?" In my own experience I have found that a good process letter, with only a return card for an enclosure, pulls one hundred per cent better returns than a printed folder and return card, even though the folder be strikingly and attractively printed in two or three colors, and contain a number of illustrations.

On the other hand, many of you have found, perhaps, that the folder outpulls the letter. It depends almost entirely upon the proposition. A printer would no doubt find that the product of his own plant would be the better form of advertising for him to adopt, while a firm selling some intangible service, like insurance, would probably find that the form letter best answered their purpose.

For the average proposition, however, it is probably best to use neither all letters nor all folders, but to mix them up. I have personally found this to be the most effective plan in scores of direct mail campaigns of every type and description.



Analyze This Letter

carefully and note how this business house credits our coupon proposition as a leader:

Hanley & Kinsella Coffee & Spice Co.

Importers and Jobbers
COFFEES and SPICES—TEA

St. Louis, May 3, 1915.

Robyn-Kander Movie Ticket Corp.,
Thirty East Forty-second St.,
New York, N. Y.

Gentlemen:

We have decided to pack Universal motion picture tickets in our various products.

Having very carefully considered the plan from every angle, following the visit of your Mr. Kander, we have arrived at this decision.

It may interest you to know that almost every coupon proposition launched in recent years has been offered to us at one time or another, but in none could we see the possibilities that your plan offered. Hence its adoption by us.

Very truly yours,

HANLEY & KINSELLA C. & S. CO.

(Signed) W. J. Kinsella, Jr.
Vice-Pres.

Our plan is elastic. It will meet your requirements. We shall be pleased to give you detailed information as to how Universal Moving Picture tickets will dovetail with your business and how you can best use them to increase your sales.

ROBYN-KANDER MOVIE TICKET CORPORATION

30 East 42nd Street

New York

*The WYNKOOP HALLENBECK CRAWFORD CO.**Announces*

the appointment of SAMUEL GRAYDON as General Sales Manager.

Among purchasers of printing and printed publicity, as well as throughout the printing and advertising fraternity, his work is known,—not merely in the handling of the mechanics of printed matter but in its creation.

Those for whom his resourceful experience and creative work have accomplished results during the past ten years at The Trow Press, whose sales-managership he is now resigning, will doubtless desire to avail themselves of his continued services.

Present and prospective customers of the WYNKOOP HALLENBECK CRAWFORD CO. are offered a more comprehensive service than heretofore, his affiliation assuring a still higher value to its efficiency, and adding evidence of the spirit of progress actuating this organization.

An ability to originate as well as to produce highly effective and fit-for-its-purpose printing is sought by every purchaser. This ability Samuel Graydon has, so that with his direct supervision in one of the oldest and best equipped printing concerns, one may rely upon being intelligently served by its representatives.

The WYNKOOP HALLENBECK CRAWFORD CO., in its own new building, with an immense plant embodying every modern facility, can render a well rounded printing service,—not conversationally but actually.

WYNKOOP HALLENBECK CRAWFORD CO.

Printers & Binders

80 LAFAYETTE STREET, New York

TELEPHONE 6262 FRANKLIN

July 1, 1915

All in all, I have found that the ideal plan in most cases is to alternate with letters and separately mailed folders, or approximately so, and in addition enclose a circular or stuffer with each letter.

WHEN COPY COMES TO ITS OWN ONCE MORE

In closing, I want to touch upon one more detail—copy. In the palmy days of the past, good copy used to be *it* in Cheltenham Bold caps. But of late, alas, copy has been too often considered simply a somewhat insignificant detail in a direct advertising campaign. The merchandising plan is the big thing, we are told; what is needed is long and thorough research into market conditions and other factors. Why, once you have determined to whom the campaign shall be directed, if it shall consist of seven or eight mailing pieces, and so on, it's a very easy matter for most anybody to merely write the copy. Yes, indeed!

But the pendulum is swinging back once more, and good copy is again coming into its own. And why not? The copy of a direct advertising campaign, the circulars, letters or house-organs themselves, are the final tie between the advertiser and his prospective customers. No matter how thorough and complete a merchandising plan is, no campaign will be much of a success if we fail to strike the right note in the actual message to the public.

If we want to make our direct advertising more resultful, let us write better copy. Live, pulsating, red-blooded copy. Copy that is natural, not merely sounding brass and tinkling cymbals. Let us put an end to this unreal, insincere, lifeless kind of copy that makes its readers feel that it isn't the advertiser who is talking, that there isn't anybody talking; that the words are just printing and not salesmanship.

Let's put more geniality and humor into our direct advertising copy, too. Aren't the American people noted for their great sense of humor? Don't the "movies" outdraw stilted lectures, and Bert Williams play rings around Bill

Shakespeare? Why shouldn't we advertisers, then, make our copy appeal to this sense of humor?

"Being funny won't sell goods," someone says.

But do we trade by preference with the grave, solemn-faced merchant, or the fellow who greets us with a cheery countenance and a smile?

Besides, humor shouldn't be used at the expense of earnest, convincing talk. It should be used as a sugar-coating to make strong talk more pleasing and therefore stronger.

To be successful copy must be human. It must reflect the personality and individuality of you and your business. It must bridge the personal gap between you and your customers—must be a greeting and a handshake between them and you. It must make friends of people who never saw you. As Charles Mears would say, successful copy reaches its goal not by way of the mind, but by way of the heart.

Building Firm Name to Last Generations

Why the Indianapolis cigar and tobacco jobbing house is called "The House of Crane" was recently explained by E. L. Crane, now head of the firm. H. Crane & Son were established twenty years ago, but ten years ago the style was changed to "The House of Crane" because of the belief of the proprietors that, while the family name should always be retained as long as possible, it should be in such form that retirements and deaths of firm members would not cause confusion. E. L. Crane pointed out that, in case of the retirement of a partner whose initials figured in the firm style, callers inquiring for the missing man simply because they had seen his name over the door would be somewhat embarrassed, or at least the means of popular identification would not be as clear as it would be in a title which might be left without change to the second and third generations.

Beale Retains Fletcher

Frank Irving Fletcher, who resigned some four months ago from the advertising management of Saks & Co., to open his own office in New York, has been retained by J. F. Beale, his successor at the Saks store, to write the advertising for the men's clothing department. Mr. Beale will thus be able to devote more time to organization and welfare work for Saks & Co., to sales planning, etc.

Starving the Store with Bargain Advertising

Department Stores Are Mining the Inferior Metals and Missing the Veins of Gold

By W. R. Hotchkiss

For Ten Years Advertising and Sales Manager of John Wanamaker, New York, and Now a Director of Cheltenham Advertising Agency, New York

Address at the Chicago Convention, A. A. C. of W., June 23.

WE all see that most of the department-store advertising of to-day lacks power and forcefulness. There are various reasons for this condition—and many causes for this hectic state:

The continuous demand for increased sales has created advertising hysteria.

Department-store competition has developed a frightful intensity during the past ten years. The pressure on the advertising writer has become an overwhelming weight. Dictionaries have become exhausted of their adjectives, and price-comparisons have become a matter of ridicule.

Bargain screams have become a daily habit in sensational stores; and bargain offerings, in more conventional words, have been the persistent recourse of the most dignified stores in the land.

But, whether written in conventional icicles, or in the steaming slang of the street, from Cape Cod to the Golden Gate, in every store, of every class and grade, the advertising policy seems to be based on the assumption that there is no advertising news interesting to the public that does not bear the bargain allurement as its chief attraction.

WHAT IS THE BARGAIN WORTH, ANYWAY

I hope that I shall never underrate the value of the bargain in advertising. It has a mighty important function; but I do want to state with all the emphasis that I can use, that *in at least half of the advertising of a store, price should be the last thing considered.*

Continuous "rooting" for the bargain is bad store-keeping policy.

It creates a bad condition of the public mind. It leads public attention in the wrong direction.

To be continuously "boosting" reduced goods is like running a "second-hand goods" store.

The flaunting of continuous bargains is an insult to a store's nice customers. It carries the daily insinuation that all your goods are slightly passé—not quite up to the standard—hence they cannot be sold at the prices they were made to bring.

Then the policy of continuous price-comparisons leads the most careful and zealous advertiser into printing frequent falsehoods.

It is like the deadly P. M. system of paying a premium to salespeople who sell your bad stock. When they get the fever effectually they feel as though they had lost some money every time they sell good merchandise—and they never show new things to customers, for fear they will buy them, and they won't get their premium.

So the advertising man who is always boosting bargains gets so he won't say a word about new goods—and he starves his store, and keeps away the store's best customers.

"TURN THE OLD BOAT AROUND"

I have come out here to Chicago to beg of you men to turn this old boat around.

We've been going the wrong way.

It is the way of increased advertising expenditure, with ever-diminishing sales-making power.

It is the way of driving manufacturers to cheapen their products, when we should be creating a market for better goods every year.

I wish I could impress you men

with your tremendous responsibility.

The words you write every day are molding the habits of the nation.

If you expend all your enthusiasm and advertising appropriations to train people to want nothing but cheap goods and bargains—that will be all that our manufacturers dare make.

The debasing of the quality of our national products is largely to be blamed upon department-store advertising.

If, on the other hand, you devote your advertising skill and your millions of pages of space to making people desire and demand better and finer goods, you will make bigger sales, larger profits, better satisfied customers for your store, and become a mighty factor in improving the quality of American manufactured products.

In twenty years of department-store advertising I have never been so completely convinced as I am to-day that more business can be created for a store by exploiting the desirability of the goods than by the lowness of the price.

Particularly in the big buying season, most people want new things of good quality.

Desirability at a fair price is vastly more alluring to millions of people than undesirable, second quality, passé goods at a reduced price.

Within the past few months I have had a most valuable and illuminating experience with the advertising of a client—a retail store.

The result proves to me most completely that there is something infinitely more powerful than the bargain appeal in winning the attention of women, and making large sales of apparel.

A series of advertisements of women's ready-to-wear garments was prepared for the store, based entirely on exploiting the style, quality, and general points of desirability of the garments. The price was subordinate and there was no suggestion of bargain value at all.

This series of advertisements was criticised by the buyer and the firm. It was contended that there

should be more direct selling punch put into the copy; more to hurry people to come into the store on that particular day to buy.

Finally, with a great deal of reluctance the advertising was allowed to be run in the newspapers, with a feeling on the part of the merchant and the buyer that it would bring small returns.

The results were rather amazing! During a period of six weeks, while this advertising was run, the business more than doubled the sales records of the previous year, when the other sort of advertising had been more strenuously carried out.

While the hurry-up feature was not used in this advertising, and while the bargain suggestion was entirely absent, there were put into the copy the strongest possible statements about the character, the quality, the good style, the becomingness, and the excellence of construction of the garments. And this sort of advertising was practically unknown in that city.

It was the first time that any store had set itself out to make women's garments alluring for their real virtues as women's apparel. Competitors were talking price-comparisons and thereby discrediting their merchandise; suggesting that it could not be first-class, or it would not be sacrificed.

STRONG APPEAL OF NEW MERCHANDISE

I believe the time has come for the better stores to stop insinuating to their customers that they want something that is slightly "off" in style, in order to save a few dollars. I believe that it can be easily demonstrated that the largest and most profitable part of the shopping community is interested vastly more in getting the new and correct style and the most desirable merchandise than in saving a few dollars.

Of course I recognize the necessity of the bargain in the conduct of any big business. Merchandise that will not sell at its anticipated price must be reduced and the story must be told, and the bar-

gain part of the community must be appealed to, to clear up that stock.

Moreover, it is important that a store, to do the largest volume of business, should appeal to all classes of the community; but the bargain advertising I believe should be secondary to the *real* advertising.

I believe that it is tremendously wasteful for a merchant to have his store filled with thousands, or hundreds of thousands of dollars' worth of fine, new merchandise, which never gets a word told about it in the newspapers.

Very few stores give much space, or enthusiasm, in the newspapers to advertising their fine new merchandise. Bargain merchandise, or alleged bargain merchandise, gets all the space in the newspapers, and most of the space on the special counters.

Merchants and advertising managers must change their attitude of mind. They must themselves respect their public more. They must stop assuming that all the desirable trade are bargain-hunters. They must begin to appreciate the fact that a vast majority of people are really interested in style and quality.

HUMAN INTEREST IN GOOD GOODS

I wish I could take you all through a hundred different factories that are producing merchandise for you to sell.

I would like to introduce you to the artists and designers, who have dreamed over their patterns, and who have created wonderful pictures and poems in merchandise.

The commodity which you look at in a matter-of-fact way on the counters, may be admired by you in a moment's glance; but you can get no conception of the glow of pride that went through the heart of the designer when he finished the model or the pattern.

If you could get something of this enthusiasm into your system—if you could get part of the artist's dream—if you could feel the manufacturer's satisfaction when he had made it a commercially priced product, you would be so

full of enthusiasm that your advertising columns would overflow to the readers of your city, and your salespeople would be busy selling the merchandise to delighted customers at the regular prices bearing the full profits.

And you would not only be making sales of your merchandise. Advertising so full of enthusiasm would create prestige for your store that would make it stand out in your community as the one place where people wanted to go to see the newest, best and finest merchandise.

This is the real—the *vital* kind of advertising.

When I look at most department-store advertising, and at the same time recall what splendid merchandise is to be found in every good store all over the continent, it makes me think of the miner who is digging copper and other inferior metals out of the ground, while just a little deeper is a rich vein of pure gold that he is ignoring, or about which he does not know.

Bargain advertising is wasteful of space. It has lost most of its force because it has become so common, and because most of it is deceptive, or creates an impression that is deceptive.

Let us decide to stop boosting shoddy and start in to support the finer industries of our country.

Let us devote our genius and skill and our advertising appropriations to the boosting of fine merchandise—to the exploiting of the art, skill and efficiency of American artists and manufacturers.

A PATRIOTIC AND PROFITABLE POLICY

In this way we will not only be benefiting the great industries of the country, but I am very sure that each store will be building up a larger, more profitable, and certainly more enduring business for itself.

It is not a work of philanthropy that I am inviting you to undertake. I am pointing out sheer self-interest, larger sales and larger profits; greater prestige for your store, and gathering into it the best customers in your city.



"Fifty Million Dollars' Worth of Hogs"

THIS is the amount of money the average yearly hog crop puts into the pockets of Missouri farmers. Only two other states—Iowa and Illinois—excel Missouri in hog production. They grow fast and big on Missouri's matted blue grass pastures and fat and round on its wealth of golden corn—and arriving at the Stock Yards, they are turned into millions of cash which pays off debts and buys new manure spreaders, tractors, cream separators, plows, silos, automobiles, pianos, kitchen ranges, clothes, dry goods and a thousand other things that make life on a modern farm worth while. These big successful hog raising farmers have the money to buy things. They are always in the vanguard of progress. The only thing which destroys their prosperity is Hog Cholera. That's why they all read and advertise in THE MISSOURI FARMER, which is their home paper and which comes from the home of Missouri's famous Agricultural College, which has done more to combat Hog Cholera than any other similar institution in the country. If you want them to read your copy put it in their home farm paper.

THE MISSOURI FARMER, Columbia, Mo.

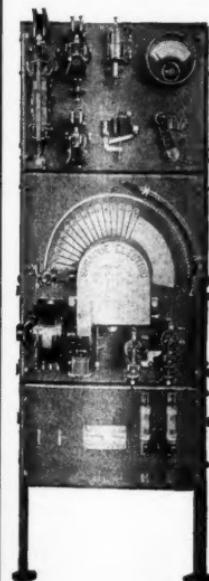
Sprague Electric System of Newspaper Control

A system for every need. Full or semi-automatic control, alternating or direct current. 10 to 200 horsepower. An attractive illustrated descriptive bulletin No. 24230 will be sent upon request.

Sprague Electric Works
Of General Electric Company

Main Offices

527-531 WEST 34th STREET
NEW YORK - - - N. Y.



Such advertising as this will create new business that no bargain competition can take away from you.

The bargain-hunters simply drift from store to store. They never become a constituency. They are not an asset, but a continuous liability. They are parasites eating up your profits, and the merchant that continuously exploits bargains, draws only these parasites—the unprofitable clientèle, and at the same time drives away from his store the desirable customers and the most profitable business.

In the writing of this creative advertising, real salesmanship must be put into the copy.

No writer should ever put pen to paper until he knows all the merits of the merchandise he is going to advertise. He should get it from the manufacturer and from his artists, if that were possible. He will mostly get it from the buyer to whom the goods have first been sold; but he must pump the buyer until he gets everything out of him that he knows; and unless the buyer can sell the merchandise to the advertising man, he should never write a word about it.

BE ENTHUSIASTIC OR DON'T ADVERTISE

Perfunctory advertising is simply a waste of newspaper space. It may let people know you have a store and sell dry-goods; but the one thing that it definitely proves is that yours is a very "dry" store.

First get filled with enthusiasm about your merchandise; then pour out that pulsing enthusiasm into the advertising.

Have in yourself the feeling that people just must come and buy it, and you may be able to create copy that will make people just crazy to see what you have for sale.

That is real advertising. Don't expect the public to get enthusiastic about your goods, if you cannot be enthusiastic yourself.

Never fill up an advertisement with copy that lacks enthusiasm. Tear up the copy and throw it away.

When you have a bargain to exploit, be certain that it is a sure-enough cross-your-heart bargain. If it isn't, don't give your reputation a smash in the face by printing it.

If it is a bargain, don't keep it a secret; don't be lukewarm; don't damn it with faint praise. Fill your advertising story with so much enthusiasm that the readers of the paper will forget the second cup of coffee to rush down to the store to get the goods.

It would seem that it were not necessary in this conference to say a word about honesty.

We have all been converted, or we wouldn't be here.

And yet I am certain that if I could talk privately to the competitors of any one of you, each would give me a series of detailed statements of how you have continuously tried to fake the public in your communities.

This is because Truth is the hardest thing to discover in the whole world.

The buyer is carried away by his enthusiasm; the advertising writer gets a false impression about the value of the merchandise, and even when he writes words of exact truth, they frequently permit of another interpretation that is absolutely false.

So it is not enough to be merely honest by the careful use of words. We must be honest in the impression that our words make. Merely sitting at your desk and showing how each statement can be made to seem true is not honesty in advertising.

Real honesty means the writing of words that cannot possibly create a false impression on the mind of any reader.

The most valuable asset that any store can possess is the full confidence of the public.

Advertising that is absolutely honest seven days a week, all year round, is the most powerful agent known in the world of business.

Dishonest stores come and go, usually into bankruptcy; but the honest store, if conducted with any business judgment at all,

shrives and grows great, in spite of the severest competition.

To sum up the whole message, let us first study and avoid the weaknesses common to present-day advertising.

Let us study and develop the unquestioned power of creative advertising.

Let us endeavor to sell better merchandise and to make a determination that we are not going to permit fine new goods to lie hidden and unknown on the shelves of our stores, because bargain advertising has taken up all our newspaper space.

Let us pin over our desks the motto, "*The best in the world is none too good for our customers.*"

And then every time the new things come into the store let us tell all their virtues and merits, in the most enthusiastic manner, to the thousands of people who are just waiting for the best things that we can find to show them.

Let us impress upon the minds of our customers the fine things that are thoroughly good, and thus help to boost the quality of American merchandise.

Let us try to keep our minds and dispositions in that condition of health which will engender enthusiasm without end, so that we may always be able to fill every paragraph we write with the greatest possible enthusiasm that the merchandise deserves.

Let us stop permitting second-hand goods, damaged and out-of-date merchandise to fill our advertising columns, and gather into our stores the finest trade in the community for thoroughly good merchandise, sold at regular prices and full profits.

Let the foundation of our copy be complete *knowledge* of our goods.

Let us first fill ourselves full of the fact about their *merits*.

Let us write the story in the powerful words of *truth*.

Let us gild the tale with honest enthusiasm.

Let us endeavor to sell the goods to people who will most appreciate their *possession*.

Thus sales will vastly increase. The goods will stay *sold*.

You will have a prosperous business and *satisfied* customers.

And the writer of advertising will take a new joy and pride in his honorable and productive profession.

Advertising for Public Service Corporations

Alonzo R. Weed, of the Massachusetts Gas and Electric Light Commission, spoke recently before the Boston Society of Civil Engineers on the need of advertising by service corporations. He said in part:

"I am confident, personally, that if we had a publicity which was not only complete in itself but which commanded confidence so that people thought that they were getting the truth, many of our troubles would solve themselves. I think that we oftentimes get a great deal more truth, that the facts are fully revealed far more than the public gives credit for their being revealed. But there has been a sufficient amount of reticence, there has been a sufficient amount of evasion, of covering up, of trickery at times, to have excited very great distrust in anything like a claim of frankness on the part of the public service corporations. And it works extremely unfavorably, and to the very great disadvantage of those among the men in charge of those corporations who are entirely willing to have the truth known, men of high character who may differ with the public with respect to certain policies, but have no disposition at all to have any question raised about facts.

"A fact is a fact; it is changeless. If we can only know about facts, there is no longer any chance for dispute about them. The only question that remains is as to what theory we shall have with respect to a known thing. We need a publicity in which people have confidence. When we have that I am confident that very many disputes which become exceedingly acute at times will never occur at all."

Retailers Join to Uphold Price-Maintenance

The Conference of Independent Retailers of the Metropolitan District has been formed in New York to combat all forms of unfair competition; among which it includes price-cutting by department stores.

The conference will conduct an active campaign in favor of the Stevens bill. A copy of a resolution to this effect will be dispatched to President Wilson and to each of the members of the Senate and of the House of Representatives. A law committee will be appointed to insure the technical legality of the campaign which will be waged in the interests of the retailers. The conference will be incorporated under the laws of the State of New York.

Representatives of 17 retail organizations were present at the initial meeting.

**In proportion
to the
circulation**

You cannot take a bottle of ink and throw it into a barrel of water and still write with it. Don't let talk about "Class" or "Mass" confuse you.

In proportion to circulation the New York Evening Post carries over thirteen times as much advertising as the seventh paper (which has the largest circulation.)

9 times as much as 6th paper
8 times as much as 5th paper
5 times as much as 4th paper
4 times as much as 2nd and
3rd papers

Publication Office Western Office
20 Vesey Street McCormick Building
New York Chicago

Member A, B, C

**THE MACON
DAILY
TELEGRAPH**

APRIL
Daily Circulation....19,112
Sunday Circulation....20,301

It is one of the few newspapers that has very limited newsboy sales, distributing its papers to names and addresses of practically every reader.

It gets a profit out of every name that goes on its mailing list, and can afford therefore to increase its circulation despite decreased advertising in war times.

It is, first of all, a newspaper. That it must be a good advertising medium is logical. Less than 2,000 lines, 4c; 2,000 lines or more, 8c. Yes, we know the rates too low.

How "Hotpoint" Has Made "Big" Com- petition Step Lively

(Continued from page 8)
of them responded in a whole-hearted way. The Hotpoint company supplied considerable material for the dealer's use, such as electro-s and printed matter and display helps. As an additional inspiration for the dealer to utilize this material liberal prizes were offered for the best ads and displays.

The first "Hotpoint Week" was so successful that it has been made a regular yearly feature of the sales campaign. It has also developed that the results are cumulative. Last year 140,000 Hotpoint El Glostowres were sold, that being the appliance featured in the sale. That is, however, only an indication of the aggregate business created by the "Hotpoint Week".

The number of featured appliances usually sold by the individual dealer depends on the scope of his business, ranging from a very few to nearly a thousand.

In most all cases, however, the dealers profited well on additional purchases made by people who were attracted to their stores by the sale.

The first "Hotpoint Week" seems to designate one of the important milestones in the development of the business. It helped to round out a substantial national distribution among dealers, and in addition it inspired a broader buying movement by consumers.

As the business grew several new problems also developed. A new system of terms and discounts was devised that is said to have been an important factor in the more recent development of the business.

SELLS ON CONTRACT

The company established what is known as the contract system of selling. This system worked as follows: The company quotes its products at full retail prices, with a discount of 25 per cent to dealers. Any dealer is supplied

on these terms, but in order to get better terms dealers are required to buy under a contract. An agreement to purchase goods amounting to not less than \$100 within a year entitles the dealer to an extra discount, and this discount is increased up to a certain point on contracts for larger amounts.

When the contract system was first put into operation the discount allowed on the \$100 quantity was 30 and 1 per cent, a difference of nearly 6 per cent over the non-contract terms. This year *this difference* was reduced to 1 per cent, the non-contract discount being raised to 30 per cent. Larger discounts on contracts for larger amounts are still allowed on about the same basis as before.

As an added incentive for dealers to buy on the contract basis the company now offers more service of a co-operative character.

Jobbers' discounts are arranged on a similar basis.

This contract system has been pretty generally accepted by the trade. It is advantageous to the business in several ways. It enables the company to predetermine its output in a fairly definite way —forms a basis for the purchase of materials and facilitates the stock turnover, all of which has a bearing on net profits. On the other hand, it is a protection against competition. The dealer is not so liable to divide his business with other houses that sell similar products.

The experience of the Hotpoint Company with its trade-marks is of interest to concerns that are developing a family of products.

The name Hotpoint has, it is felt by the concern, been an important factor in the success of the business. This name was originated to apply to the electric iron which was the first appliance produced. It is one of those trademark inspirations that is thought to possess an effective selling punch and is also eligible to registration. At the time it was adopted it meant more than the relation to ironing that it suggests in a broad way. A hot point was a desirable feature in electric irons

Experienced Agency Man Wants Position

in Agency or Advertising Department of Manufacturer. My experience in the advertising business has been with some of the best agencies in New York, in both the manufacturing and space buying departments.

I know the mechanical end —different type faces, good plates, and good electrotypes, good printing; where to get the highest grade of work, where and how to get work turned out quickly; the prices to be paid and discounts that can be earned; the publications in New York that will set ads properly and those that won't.

I know newspapers and magazines—have made up lists on various campaigns from shoes to automobiles in daily papers, trade papers and magazines. Am acquainted with the different newspaper solicitors and magazine advertising managers—the fellows who give concessions in position and those that never short rate.

I have had charge of the office in a large advertising agency, handled all correspondence and office detail and directed both the Manufacturing and Contract Departments. I know how to systematize an agency office and properly divide the work.

May I tell you more about myself, my experience, and give you references.

Address: J. L., Box 293

PRINTERS' INK

ADVERTISING
SERVICE

AND SALES
COUNSEL



FENTON & GARDINER, INC.

announce that

MR. AUSTIN HEALY

and

MR. W. R. CUMMINGS

*are now associated
as principals with
this Agency*

*286 Fifth Avenue
New York*

"ORGANIZED INDIVIDUAL SERVICE"

because most of the irons then on the market were deficient in that respect. When the company produced its second appliance and foresaw others to follow, the question of trade-marks again came up for consideration.

It was decided that each appliance would be given an individual name, but an effort was made to give all the names a family resemblance.

Thus were originated such names as El Tosto, El Grillo, El Perco, etc. The prefix El was adopted for two reasons that are not generally known. It is the Spanish equivalent for the English word "the," and it is also suggestive of the word "electric." It is apparent, of course, that the latter part of the names are suggestive of the use for which the appliance is made.

It would appear that these names are well adapted to the purpose for which they are used, but later developments led to the belief that one important feature had been overlooked in connection with their exploitation.

There was no distinguishing feature common to all of the company's trade-marks that would identify the various products as having the same source of origin. This was considered an essential factor in building and conserving the general good will of the business.

It was a difficult problem that required discussion for some time before a remedy was finally agreed upon. The Hotpoint trademark was the first and most, important of all, but it did not harmonize well as applied to the other appliances. On the other hand, the other names were good and, moreover, pretty well established. Finally it was decided to use the word Hotpoint in connection with all the other names.

An analysis of the character of Hotpoint publicity is interesting to the student of theory and practice in advertising.

DIRECT ADVERTISING THAT IS USED

Neither the copy nor the printed matter issued by this company would ever take a prize if judged

by the standard of art for art's sake. Its effectiveness, about which there is no question, seems to be due to its simple, but direct, appeal based on the utility of the appliances.

Well-displayed illustrations of the merchandise are used freely, and what is termed simple human language characterizes the text of all announcements.

The printed matter issued by the company is cheap from the cost standpoint, but color, principally Persian orange, is used freely in display with good effect. Consumer literature is supplied to dealers in large quantities and a large distribution is evidently considered more essential than a necessarily restricted output of expensive material.

One special and very effective booklet has been issued by the company with the double purpose of rendering a service to consumers and also to create a broader market for electrical appliances. This is called the "Home Book of Electricity." It consists of 32 pages and cover, size 5 1/4 by 8 inches. Alternating pages are devoted to elementary general information about electricity, and especially such facts as constitute useful knowledge for housekeepers. The opposite pages are devoted to an educational propaganda on electrical appliances, with illustrations of various products made by the Hotpoint Company.

These talks contain a strong element of human interest that features the utility of electrical devices.

Over one million of these booklets were distributed in homes through the co-operation of central power stations throughout the country.

Power companies supplied lists of their patrons and paid the postage required for mailing the booklets, which were sent out direct from the Hotpoint Company, the latter furnishing the books and envelopes.

An important feature of this particular campaign was that the booklets had a definite circulation in homes where electric service

was in use and no duplicate circulation.

One feature of this booklet illustrates one of the reasons why the Hotpoint Company has been uniformly successful in getting the good will of its distributing agents. Two pages were devoted to giving consumers a broader viewpoint of a very troublesome question that arises frequently between them and the power companies. This is in regard to the great variation in the bills for current that consumers receive and often resent when the cost is higher than usual.

The article in question explains in detail the reasons for this lack of uniform current cost and is illustrated with a diagram that shows the relative amount of current that will be used each month in the year under normal conditions.

The point is that the Hotpoint Company, in asking co-operation, did not overlook the opportunity to offer co-operation that was not based on a selfish motive.

This same spirit enters into much of the dealer-help work of the Hotpoint Company.

Such things as electros, literature, cutout displays and display material are furnished freely. But what is more important, an effort is made to have these things conform to the retailer's view-point of their availability for use.

A SCHOOL OF SALESMANSHIP FOR DEALERS AND CLERKS

The most recent example of Hotpoint service is the establishment of the Hotpoint School of Salesmanship. This consists of organization and equipment for conducting a full-fledged correspondence course in salesmanship. It is supplied free to dealers or the clerks of dealers that do business with the company on the contract plan. Over 4,000 scholars have been enrolled.

This course consists of three parts, embracing the following subjects:

1. Electricity as applied to household appliances.

2. On electrical heating appliances.

3. General salesmanship.

As the Hotpoint business has developed, distribution has been steered largely through the jobber, and the need of salesmen employed by the company has gradually become less.

A force of five traveling representatives is at present considered sufficient to meet the need of direct representation among dealers. These men cover the entire country and endeavor to call on all dealers that handle Hotpoint products, but such calls are, of course, not frequent. One function of these men is to close contracts with dealers who are not buying on the contract basis, and another is to seek new dealer connections where distribution is not as good as it should be. They are trade scouts and builders of good will.

The Law in Idaho, Kansas, Oklahoma and Montana

The PRINTERS' INK Model Statute is now law in the States of Idaho and Kansas. The Idaho law specifically includes advertising to "increase attendance at places of amusement," and establishes a penalty of \$25 to \$300. The Kansas law fixes the penalty not to exceed \$500, or imprisonment not exceeding one year, or both, and it provides that each day the fraudulent advertisement is published shall constitute a separate offense. There is an added clause exempting publishers who accept copy without knowledge of its falsity, and Section 3 of the law reads: "This Act shall not be construed to impair, amend, modify or repeal the provisions of any law now in force."

The State of Oklahoma has enacted the PRINTERS' INK Model Statute, amended by a clause which reads: "Known by him to be deceptive or misleading." Penalty, \$10 to \$50, or 20 days, or both. Montana has passed a law providing that false statements regarding the quality or value of goods shall constitute a misdemeanor. The penalty is \$50 to \$100, or 30 days to six months, or both.

Baltimore Signs Must Be Lighted Until 11 P.M.

All electrical signs in Baltimore, Md., must hereafter be kept lighted until 11 p. m., according to an order issued by the local Board of Estimates. When illuminated the signs, it is conceded, add to the appearance of the streets, but the bare outlines of the structures when dark are deemed unornamental and will not be tolerated, under penalty of annulment of the owner's permit.—*Electrical World*.

Opinion Of A Man Who Knows

We quote from the speech of William Woodhead, President of The Associated Advertising Clubs of the World as follows:

"There are a whole lot of advertising men who want to know just what relation the Premium Business has to the Advertising Business. I, for one, believe that it has a very close application to the Advertising Business. Whether it is advertising or not is not material to me, but I do believe that it has a real advertising service, just as much as an intelligent advertisement, or as a beautiful cut, or anything else that makes advertising more beneficial."

This judgment of one who knows has a merit that cannot be ignored. It is the testimony of the man who has tested modern methods and speaks from the results of experience.

The Sperry system as the exponent of that which is best in the premium method welcomes the indorsement of *the man who knows*.

The Sperry system performs a service; it modernizes business; removing the cobwebs that are the inevitable sign of stagnation. It stands alone as the agency that transforms little business into big business.

Get Acquainted With The Sperry System

The Sperry & Hutchinson Company

The Hamilton Corporation

2 West 45th Street

New York

George B. Caldwell, President

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 1, 1915

No Need for Subterfuge in Copy It does not take a very prodigious stretch of memory to recall the

time when the skill of a writer of advertisements was largely judged by his ability to conceal the fact that they were advertisements. The guileless reader was let into the secret only by degrees, for nobody supposed, in those days, that anyone would ever want to read an advertisement for its own sake. Of course there are survivals here and there to-day, but for the most part, indirection and circumlocution have been banished from the advertising pages. It is coming to be realized that advertising is interesting *per se*. Indeed, it has actually been seriously predicted that the editorial matter in technical and class publications would some day be displayed in order to compete in attractive value with the advertising.

Speaking at the Chicago convention, O. C. Harn, of the National Lead Company, said:

"I have at home now some class magazines which I bought and

paid for (in spite of the fact that I get as an advertising man the usual number of other magazines free), and of these I have read only the *advertisements!* The editorial section can wait. I did not read these advertisements as an advertising man, but as a buyer of the specialties advertised. And so it is with all buyers of these class or business publications. The advertisements form the most interesting section and the editorial matter, if it is to be read at all, must be on the same subjects as the advertisements."

Quite similar in tone is the letter from Jas. A. Worsham, secretary and general manager of the Maroa Manufacturing Company, which was published in PRINTERS' INK for June 17. Mr. Worsham strenuously objects to the tendency of advertisers to fill their direct advertising matter with discussions of subjects which do not pertain to the product advertised. He does not want to read essays on politics or religion in a publication which is meant to sell bolts or drills. He has a very vital interest in the products advertised, and does not want to be, or need to be, tricked into reading something else.

The present day copy-writer must hew to the line. Instead of talking all around his subject, he must go straight to the point. It is no longer necessary to maneuver all over the lot in order to get his message *read*. He may rest quite certain that it will be read, and read the quicker without any preliminary subterfuges on his part. His work is taken quite as seriously as is that of the editorial writer, and by the same token is subjected to quite as severe a judgment.

Sales Opportunities in England We printed last week, in large part, the address of John Hart, advertisement manager of *London Opinion*, who was the sole delegate from Great Britain to the Chicago convention. Mr. Hart presented business conditions in England in a somewhat different light than common report would have

fact that man the magazines have read. The editor did not write as an buyer of d. And of these publications. the most the editor the read at subjects

the letter from Mr. Hart is in receipt of a letter from Charles F. Higham, one of the best-known English advertising agents, which goes far in confirmation of Mr. Hart's conclusions, particularly with respect to the opportunities for American goods in Great Britain. Mr. Higham writes:

"There is nothing the matter in England in regard to American propositions. It is a notorious fact on this side of the water that most American firms have 'let down' their English agencies or branches in regard to advertising this year, for the reason, as they call it, of 'retrenchment.' This is a glaringly wrong line to take. Firms that have persistently advertised during the war have reaped their reward.

"Take the question of the Willys-Overland Company, who, I believe, are one of the largest American advertisers. This firm has steadily advertised since last August, and the difficulty is that they cannot get cars fast enough from the other side. They have been sold out now for over two months, and if 100 cars a day were arriving there would not be enough to meet the demand. This is also true of the Victor Talking Machine's advertising. These people have built up a magnificent business by steadily advertising during the war.

"I know of other instances, like the United Drug Company, where this 'retrenchment' on the part of American firms has been of the greatest possible hindrance to the furtherance of their business on this side of the water. There is no poverty here. The laboring and middle classes in Great Britain have never been so well supplied with money and this is largely due to the fact that the two million pounds a day spent on munitions and equipment is spent within our own country for service, skill and material, and therefore redistributed."

Other instances are not far to seek. Robert H. Ingersoll & Brother report a material increase in their English business since the war began. "You will find that

the same thing is true with any clock or watch concern which has made an intelligent effort to get the business," said an official of that concern to PRINTERS' INK. Similarly with certain manufacturers of drugs and toilet goods who have made particular efforts to win the favor of the British public. Because a nation is at war, and is spending vast sums on equipment and armament, does not necessarily mean that its people must lower their standard of civilized living. There are times when "retrenchment" is particularly costly, and one of the most costly of all is at the moment when nearly everybody else is "retrenching."

Price-maintenance and the Secret

Rebate

Our old friends, the free deal, the quantity discount and the secret rebate, keep bobbing up in connection with the discussion of price-maintenance. For example, here is Walter A. Frey, of Frey & Company, Inc., the Baltimore jobbing house which is suing the Welch Grape-Juice Company and the Cudahy Packing Company under the anti-trust laws, who says:

Every article on which the manufacturers try to maintain the resale price is secretly rebated daily. A piece of money handed to the buyer when the order is placed, or an amount accepted in settlement of a bill which is less than its face amount, are the usual methods. What opportunity has the honest jobber to fight such practices, which are used daily? If he openly meets this competition he is cut off, and if he complains to the manufacturer he is asked for documentary proof, which is naturally unobtainable.

Probably the indictment is too sweeping: Mr. Frey admits that the deal is frequently "put over" by the individual salesman without the connivance of his house, though the house usually winks at it afterwards. We ourselves believe that the practice is far less prevalent than most people imagine. None the less, it is a subject which is bound to come up whenever the question of the right to maintain prices is discussed on its merits. One price to all means equal treatment to all. The man-

facturer who asks the courts to protect the good-will value of his product must be able to show that he values it highly enough to protect it himself. He cannot expect the courts to protect that which he permits his own organization to disrespect.

Good Will and the Public Utility There is probably no other commodity generally used by the public to-day in which the seller has so little voice in determining the prices and profits received, as in the case of electric and similar utility service.

"It is undeniable that a strong and efficient public utility in any community is a distinct asset to the entire community. It is entitled to the good will of at least the intelligent members of the community, and the withholding of such good will is of direct disadvantage to all business interests."

Thus the Public Policy Committee of the National Electric Light Association, in its annual report to the convention at San Francisco. True—but how many people, even among the "intelligent members of the community," really understand the conditions under which the public utility must operate? Being "entitled" to the good will of the community is unfortunately not always the same as being in possession of it, particularly when the company maintains a dignified silence amid the clamor of the assorted citizens with political axes to grind.

The position of a public service corporation has sometimes been characterized as "between the devil and the deep sea"—with the Public Service Commission restricting its profits on the one hand, and on the other the pressing need to secure private capital for plant extension and betterments. But how often is the consuming public told those facts? How often is the man in the street taken to one side and shown in the spirit of reasonableness that the service he gets for his nickel or his dime or his dollar depends upon the ability of the

company to find purchasers for its bonds? How often is he shown that there is a direct relationship between the good will the public bears to the company and the service the company is able to give the public? Not so often as might be.

The railroads which serve the towns in Westchester County, New York, have spent in the last three years many thousands of dollars to fight a rate reduction ordered by the Public Service Commission. The Court of Appeals has finally declared that the order is unreasonable, and it shall not stand. The railroads won their case—but at what cost in counsel fees, rebate slips, contingent liability funds, and all the rest! That sort of drama is being enacted over and over again. Sometimes it is necessary. More often it is not.

One-tenth of the cost of such a legal struggle invested in an advertising campaign of education (*before*, not after public opinion has been adversely aroused), would often obviate the necessity of spending the other nine-tenths. The public is not unreasonable; it is not hopelessly biased against the railroads or any public utility whatsoever; it is only ignorantly devoted to what it conceives to be its own interests. What the public needs is to be shown the facts, and the best way, and the only effective way, is through advertising. And there never was a better time than right now, while the public mind is beginning to react from its over-indulgence in corporation-baiting.

"Leaders of the World" Tribute Autos

Forty Overland automobiles were awarded on June 26 to the salesmen of member companies of the Rice Leaders of the World Association who obtained the most business last year for their respective concerns. Elgin watches, numbering 180, were distributed among salesmen standing second, third, fourth and fifth. The awards were made in New York, and were preceded by large-space newspaper advertising featuring halftone photographs of the winners. There was a parade of the automobiles in the daytime, and a banquet in the evening at the Waldorf Astoria at which Job Hedges was toastmaster.

A Successful LIFE

The degree of success attained is the basis on which all things are judged.

Competition in business to-day permits no decisions based on sentiment.

Like begets like and your own advertising success depends on buying space in those mediums which are successful.

All points considered, age, reputation, character, ability, firmness, fearlessness and fairness in editorial and business policy—do you know of a more successful magazine than LIFE?

LIFE'S 32nd year is fast turning the most successful in its history as the result of a predetermined policy of conducting its business. Circulation sold at LIFE'S price (no inducements). Advertising space sold at LIFE'S price (cash only). Editorial policy (non-purchasable at any price).

The above policy has made LIFE a real success and a real value for advertisers.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Business Manager With Capital

—one thoroughly experienced in all branches of business development, especially qualified to take complete management of sales and advertising end of manufacturing business, desires to purchase part interest or control in established manufacturing business wherein above qualifications offer opportunities for development on reasonably large scale—Address with full particulars.

**"G. N." Box 293, care of
Printers' Ink**

VICTOR EMANUEL is the idol of his Army.

In America there are 160,000 of his compatriots who read *Il Progresso Italo Americano* for news of this beloved Ruler's achievements.

Il Progresso Italo Americano

42 Elm St. New York

An "Opportunity Advertiser" Barred from Mail by Fraud Order

Correspondence School Proceeded Against by Post-Office by Reason of Character of Printed Instructions—No Fault Found with the Basic Scheme of Teaching by Mail

THREE are limits to the patience of the Post-Office Department with respect to "opportunity advertising." This is the real significance of a "fraud order" recently issued. The order operates to shut off the mail of "Stark College," at Alliance, Ohio, and of "Charles M. Shafer, President." To be sure, this particular correspondence school had not worked up a very large business as yet—Shafer has been averaging only half a dozen pieces of first-class mail daily—but as indicating the policy of the department the incident is interesting.

This is the first instance in which the Post-Office Department has thus publicly proceeded against any of the numerous institutions that undertake to give instruction by mail. The action is perhaps a natural sequel of the moves made some time ago against a number of concerns that advertised for song-writers and composers, holding out to them hopes of large returns from the publication of their work. Of course, however, not all the periodicals that have been refusing advertising such as that of the music concerns have discriminated against correspondence schools. And there is no reason why they should. The postal officials have made it clear to PRINTERS' INK that the placing of a snuffer on the operations of the Alliance concern by no means indicates that all correspondence schools are under suspicion or scrutiny. Only, as has been said, there are limits.

President Shafer, of Stark College, was reported by the post-office inspector who investigated the case to be "a man of little education." With him the "col-

lege" was evidently a side line, as the report indicates that he is employed as a day hand on certain roofing and cement work. Yet he essayed to furnish complete business, scientific, classical, normal and professional courses, students being urged to "enroll" under the lure of a more or less definite promise of "higher salaries." The first applicant from each county could get the law course for \$25, while the price of a complete drawing, mechanical, electrical or stationary engineering, language or automobile course was only five dollars.

The disapproval of the Post-Office Department in this case comes, in one respect, a little closer to the general correspondence-school proposition than many advertisers supposed.

As a matter of fact, though, Shafer was thoroughly orthodox in his method. Perhaps he gained pointers during his connection with a correspondence school at Rogers,

Ohio. In any event the familiar method of quizzing the pupil at long range was employed with only this difference, that in the Shafer proposition it was seemingly necessary for a student to employ some person to examine him on the questions furnished before the paper containing the answers was sent to the college for correction.

Where the department has found fault is not so much with the basic scheme as with the manner in which Shafer was considered to have slighted his responsibilities. Instead of type-written, mimeographed or printed lessons or lectures such as the average correspondence school sends out, the Alliance man made a short cut by merely utilizing as instructions printed stock forms of very general character, whereas the lessons were mere assigned chapters in a text-book which the pupil was required to obtain and study.

Strong, Splendid, Vigorous Health

You can learn to keep well—to avoid being sick—to save your strength—to eat and gain energy you need for work you must do—thru reading "GOOD HEALTH." It teaches you how to work, play, rest, sleep, bathe, exercise and eat. This is basic efficiency. A man must keep well to keep working. The better his health, the better work he will do. Send ten 2c. stamps (20c.) for a sample copy of "GOOD HEALTH" or—remit \$2 for a year's subscription. Send your remittance to

GOOD HEALTH PUBLISHING COMPANY
1807 W. Main Street Battle Creek, Michigan

CATALOGUES

MUST HAVE THAT FIRST IMPRESSION

Add a few more cents to each one of your costly booklets and dress them as you do your top-notch salesmen.

Bandless Catalogue Mailing Envelopes
will dress them to perfection. \$40.00 per thousand and up. Worth every cent. Clean, high-class and distinctive advertisers write.

The Smeed Mfg. Co., Dept. U, Hastings, Minn.

The Little Schoolmaster's Classroom

"A QUESTION that has arisen again and again in our conferences still remains unsatisfactorily answered," writes the Bradley Knitting Company, Delavan, Wis. "Is any particular advertising venture justifiable, which, if made general, would prove ruinous?" Also, in the face of a declining market, should advertising be increased? *Reductio ad absurdum*, wouldn't we be spending a million when sales were *nil*?"

The first question is illustrated by the case of a dealer in a town of 8,000 population, who orders \$95 worth of goods and requests 500 catalogues for free distribution. The catalogues cost three cents apiece, and if every dealer on the company's books should demand a proportionate number, the manufacturer would go into bankruptcy. Is it good policy to let the dealer have the catalogues, or should he be held down to a ratio which could be extended to all dealers without prohibitive cost?

* * *

After due consideration, the Schoolmaster is impelled to spring a parable in this wise: A certain man had an automobile, and wishing to travel from Bagdad to Damascus, he laid in supplies for the journey. Now, being a thrifty soul, he said to himself: "Gasoline is thirteen cents per measured gallon, and I travel five leagues upon a measure. I shall, therefore, take exactly thirty measures for the full distance." In like manner he apportioned the oil in his crankcase, and provided against a certain definite wear on his tires. Half a league from the city gates he came upon a long hill, very steep. His motor labored hard, and his pace lagged. "Alas," he cried, "I see plainly that at this rate my thirty measures of gasoline will never take me to Damascus. If all the road shall prove to be like this I shall assuredly fail to arrive even at the half-way house." So saying, he turned

back, and went not to Damascus on that or any other day.

In short, the Schoolmaster doesn't believe that the Bradley Knitting Company ever *will* succeed in justifying any advertising expenditure except upon the basis of results. He doesn't believe the company can work out any formula which will absolutely determine whether a certain dealer should have 500 catalogues or should be gently and firmly persuaded to accept fifty. He doesn't believe that any ratio between advertising expenditure and gross sales can be established which will hold good under all conditions. It takes more power to get up a hill than it does when the road is level, and there are ups and downs in business which no amount of hard thinking in advance will obviate. The most that can be done is to establish a general policy which is to be followed under normal conditions. But when conditions are not normal—which is a good deal of the time, incidentally—the good judgment of the concern will have to prevail.

And, when you come down to it, good judgment is what the advertising executive is paid for. If it were possible to work out a formula which would take its place, the advertising campaign could be handled by any reasonably intelligent office-boy.

* * *

The effect of advertising on the public mind was demonstrated in somewhat novel fashion in a contest recently conducted by the St. Louis *Republic* for a title to run at the head of a column of editorial comment. The contest had nothing whatever to do with advertising, and consisted merely of the offer of five dollars for the best title submitted. The advertising influence appeared after the replies were received and analyzed.

Out of the 1,231 suggestions, 532 were trite and bromidic commonplaces, which were promptly left out of the reckoning. Then the

remainder were studied with the view of determining the lines of thought which suggested them. The Schoolmaster thinks it rather significant that more suggestions were drawn from current advertising than from any other one source, and the whole list seems worth reproducing. Here it is:

Suggestions giving evidence of familiarity with trade-marks, "national advertising" matter, and relating to food and drinks, spices, etc.	153
Alliterative titles	141
Imitative of comic and other features of Sunday papers, periodicals and familiar "gags".....	89
Titles based on current slang.....	65
Relating to war and lighting.....	51
From the Bible and literature.....	37
Based on moving-picture shows.....	33
Foreign languages	32
Sporting terms and allusions.....	26
Automobiles and "jitney" service..	22

* * *

Not so long ago the National Biscuit Company announced in its house-organ for employees that it had succeeded in getting its various branches and distributing or-

ganizations to adopt a uniform color scheme for their delivery wagons. The company thought it of enough importance to take up several pages in its house-organ, and to show a number of "before and after" photographs. Now come the express companies—American and Wells-Fargo—making regular moving billboards out of their wagons, with a freshly executed poster on either side. Douglas Malcolm, formerly of the International Harvester Company and now advertising manager of the American Express Company, tells the Schoolmaster that his company has 5,000 wagons throughout the country, each carrying two posters.

* * *

Mr. Malcolm says that one advantage of the wagon poster is the fact that it goes into places where stationary billboards are ruled out—such as upper Fifth Avenue, for example. But one needn't infer



The family—the whole family and nothing but the family—is reached through

The Youth's Companion

Will Your Widow

have one-half the MONTHLY INCOME your WIFE now receives? Annual saving 25% to 40% on premiums of MONTHLY INCOME POLICIES.

J. A. STEELE, 170 Broadway, NEW YORK

THE PROGRESSIVE FARMER



170,000
Circulation With Dealer Influence
"No Fakes for Man or Beast or Fowl"
Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn., Dallas, Tex.

Wanted-

A man who has proved that he can get business by mail.

A New York Corporation, doing a large national business, wants a young man to take charge of and develop its mail order department.

This is not an opportunity for a beginner, but for a man who has learned the principles of successful mail order selling elsewhere and has sufficient ingenuity to be able to apply them.

The opportunity is large.

Address - PRINTERS' INK - Box X 292

that he expects his wagons to do the work of the whole advertising campaign, for when his company closed a contract with the Western Pacific Railroad, giving it an entrée to San Francisco for the first time, a very vigorous outdoor campaign was staged in Oakland, Stockton, Alameda, Sacramento and other surrounding towns. Wells-Fargo, which had held the monopoly up to that time, replied in the newspapers. Mr. Malcolm says that he doesn't believe the contract with the Western Pacific would have been closed if he had not been able to demonstrate that the express company could advertise its "invasion" in the right way.

* * *

The reader saw the attractive advertisement of the special type of union-suit and wrote all the way to Albany to find out what retailer in his town sold the goods. By return mail he got the information and went to the retailer in question. No, Mr. Retailer did not have the Blank goods, but would order a suit on approval if the customer liked. The store did carry, however, two other brands of the closed-crotch union-suits. Would the customer care to see these? Yes, you know what happened, and it was all done in a perfectly proper manner, too. When the customer saw the other goods, he actually liked the designs better than the ones he had taken the trouble to write to the manufacturer about. One advertiser, at an inquiry expense of perhaps at least a dollar, created the interest, and two other concerns who had their goods in stock in the reader's town sold the goods. You simply can't expect the customer to put himself to a great amount of trouble to buy the advertised article; he will buy the human-nature way, which means the easiest way. It is the old, old story, but perhaps the Schoolmaster will not be accused of wasting PRINTERS' INK's perfectly good space by telling it once more.

* * *

If possible, give the prospective customer some sample or minia-

ons to do advertising in his company, giving Cisco for various outlets in Oakland, Sacramento, surrounding which had been closed at that time, Mrs. Mr. doesn't believe the Westmen closed up to demonstrate company "mission" in

attractive special type face all the time about what the goods. The information retailer on application. Retailer goods, on applied. The paper manufacturer saw two other dealers in goods in own sold can't explain himself to double to ; he will, which it is the perhaps the accused k's perelling it

perspective or minia-

ture of your goods—something to hold in his hand and look at. There is a great deal of interest attached to anything of this sort. The sample or specimen will link up with your letter, will make an unconscious impression. It might seem as if the iron business were one that would not admit of sampling, but the Thomas Iron Company has just sent miniature "pigs" around the iron-buying trade, together with an attractive letter about the test of the pig and its subsequent use as a paper-weight. Such a solicitation, in the Schoolmaster's opinion, will get several times the attention of the ordinary letter, asking for "some of your iron business."

* * *

"The most vital customers you have," wrote an independent salesman to a national advertiser recently, "are the dealers who handle your product." He went on, at some length, in argument that seemed to be based on the assumption that the manufacturer had not so far discovered the importance of dealers or of dealer advertising. The solicitation ended with an offer to submit, on approval, a plan by which dealers could be induced to aid in advertising the manufacturer's products. "Come ahead," wrote the manufacturer, in reply, "but I feel that I ought to tell you that we now have some three or four plans in operation by which we get a good deal of co-operation from our dealers. There are doubtless other ways of doing the thing and; I dare say, better ways than any we have so far found. But I don't think you had better lay out a dealer campaign for us until you know something of the conditions in our field." There was no follow-up to the original solicitation!

Death of Elmer Crawford

Elmer Crawford, president and founder of the Crawford Publishing Company, Chicago, June 15, aged 53 years. Previous to the formation of the Crawford Publishing Company in 1910 Mr. Crawford had been associated with the *Tradesman* and *Domestic Engineering*.

Pittsburgh's Two BEST BIG NEWSPAPERS

Gazette Times

Morning and Sunday

Chronicle Telegraph

Evening except Sunday

Nearly all local and general advertisers use them.

Flat combination rate 22½¢ per agate line per insertion.

For further information and co-operation write

URBAN E. DICE
Foreign Advertising Manager
Pittsburgh, Pennsylvania.

J. C. WILBERDING
225 Fifth Avenue
New York City.

THE JOHN M. BRANHAM CO.
Mallers Building, Chicago.
Chemical Building, St. Louis.

Do You Sell To Business Men?

Yes? Well, here are over 65,000 live business men, of the class that sign the checks, all lined for you. They want anything that will help them in their business. And they will come back with the repeat orders that bring joy to your heart. Use this method and you can make a big cut in your cost of selling.

MODERN METHODS

The Monthly Magazine for Business Men

reaches each month in excess of 65,000 business owners and executives—the men whose "yes" means orders for you. Circulation increasing over 5,000 each month. Rate \$64 per page; smaller space pro rata.

If you act NOW you can get the benefit of this increasing, extra-measure circulation at no extra cost. New rate of \$100 a page goes into effect October 1.

Write NOW for sample copy, rate-card and analysis of circulation by states. See for yourself why many of the largest and the shrewdest buyers of advertising space use MODERN METHODS regularly.

John Ferguson, Advertising Manager,
Modern Methods Publishing Company,
Detroit, Michigan.

Cast Your Line Where You Know There's Fish

Here's a town of 50,000 going to jump to 100,000 within a year. War orders amounting to millions and newly added industries are doing it. Everybody's working. Everybody's happy. Buy advertising in

Chester, Pennsylvania

Two dailies cover the field completely and effectively. Write for combination rates.

Chester Times
and
The Morning Republican

PAUL BROWN
COMMERCIAL ARTIST

134 WING ST., NEW YORK CITY.

ALL WORKS EXCLUSIVELY



Reach 50,000 Buyers

ADVERTISE in the
Amerik. Schweizer Zeitung

(AMERICAN SWISS WEEKLY)

18th year

59 Pearl Street New York

"Mica Make" Won't Break

Your slide efficiency increased by using our non-breakable Lantern Slides for advertising or lecture work. Guaranteed not to crack or break through heat or rough handling, and cost 4c less to mail. We also make glass slides. Write for prices.

NO-DESTRUCTO SLIDE CO.
205 So. 9th St., Philadelphia, Pa.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

Commercial Artists and Designers

LINCOLN ILLUSTRATING CO.

326 Marion Building

CLEVELAND, OHIO

One View of Copy Writing

MONTGOMERY, ALA., June 23, 1915.
Editor of PRINTERS' INK:

We are all familiar with the old headline, "Don't Read This!" which possibly made folks devour a few lines of the matter that followed. Not even a fake medicine advertiser would use it now, but it is a safe bet that it got more readers than the perfectly harm less line, "Read This."

When I feel like I ought to read a certain thing, the chances are that I won't read it. I'll read something first that I can't help reading, and then if I have time I'll read something that makes the Sense of Duty lift up its face and smile.

Nearly everybody has good books which it is very easy not to read. But somehow a few books have found their way to my desk without asking to be put there. They make me stop on a busy morning and pick them up for a little feast. As I look through business magazines I clip many good articles and file them away, hoping to have time some day to digest them. Others stop me where I am and I have read them through before I scarcely realized that I was reading anything at all.

The secret of copy seems to me to be the elimination of the sense of obligation on the part of the reader. The advertising pages of the magazines have always had this advantage. There are news articles and editorials that I feel I ought to read, but few people believe they ought to read advertisements. This gives the advertiser an "even start" for his money. Let the advertising headline draw by an unfelt power from which all sense of duty is eliminated, the text following with more of the same. It will be the difference between good medicine and a good dinner.

Fundamental duties can be made a basis of copy—and there is no stronger—but don't let the question of reading about them savor of duty.

What I "can't help reading" is 100 per cent copy. What I "ought to read" seldom pays for insertion.

C. L. CHILTON, Jr.

Ad Men Edit Paper on Shipboard

One of the features of the recent trip of the Society of Automobile Engineers from Detroit to the 30,000 Islands, Georgian Bay, and back was the paper published twice each day on shipboard. It contained the news of the ship up to date and also carried wireless news from the world outside.

The editors of the paper were all Detroit advertising men, among them being: Managing editor, J. C. Weed of the Timken-Detroit Axle Company advertising department; city editor, Charles M. Steele, of the Carl Green advertising agency; news editor, Jas. G. Roe, of the Huppy Motor Car Company; country editor, Henry Ewald, of the Campbell Ewald Advertising Agency; sport editor, Ed. Spooner, of the Sports Publicity Service, and art editor, Thomas M. Neilson, of the Timken Magazine.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send \$5 cents (credited on first order) for our catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service, 31 East 23rd St. New York



FOR SALE

Universal Folding Machine, almost new. Cost \$375.00. Makes all style folds within 12" x 18"—\$225.00. Russell Baum, Bourse, Philadelphia, Pa.

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

EXPERIENCED COPY MAN AND CIRCULAR LETTER WRITER in the Circulation Department of one of the largest women's magazines in New York. This is a new position just created in this establishment. Give full particulars regarding yourself and salary expected. Address Box 946, c/o Printers' Ink.

MISCELLANEOUS

SIGNATURE DESIGN and copy of "How to Read Character in Handwriting," \$1.00. MARY H. BOOTH, The Algonquin, Saratoga Springs, New York.

NOW READY.

TRADE MARKS, PATENTS, DESIGNS, COPYRIGHT, and THE USE OF THE ROYAL ARMS. An Epitome of information relating to these important subjects. For Manufacturers, Merchants, Professional Men, and others. Second Edition, revised and enlarged. 120 pages. Red Cloth. Price \$1.00, express paid. T. B. Browne, Ltd., 33 West 42nd St., New York City.

POSITIONS WANTED

Sales Manager. Experienced. Capable of organizing and developing a sales force. Good correspondent. Now employed but desirous of making a change. Reply to Box 937, c/o P. I.

Who has an opening for experienced young (27) advertising man who writes forceful copy; makes good layouts; is able correspondent. Master of office detail. Married. Go anywhere. Box 945, c/o P. I.

General office man of initiative and executive ability; age 31. 12 years' experience in advertising and newspaper business; estimating, printing, engraving; supervise checking and auditing departments; thoroughly familiar with every detail of an advertising agency and newspaper office. Moderate salary. Box 950, c/o P. I.

I WANT TO WORK

for a live publisher as advertising representative in Detroit and western territory. Have had fifteen years' experience in selling and advertising fields, have extensive personal acquaintance with large Western advertisers and agents and can produce the business for a high-grade publication. At present a leading salesman for big Detroit manufacturer; married, university graduate, well-connected socially, own automobile, have office quarters at disposal. Services should be worth \$5,000 a year and expenses to publisher desirous of securing biggest results from Western field. Box 947, c/o P. I.

POSITION WANTED

By expert circulation systematizer and auditor, as well as financial accountant. Five years' experience in *special* newspaper work. Will guarantee more than you expect and if any weak spots, to discover and correct them. My work is governed by a knowledge of the whole newspaper game, including mechanical end. Address Box 952, c/o P. I.

EXPERIENCED correspondent, trade journals, solicitor advertising, modern descriptive English, editorial experience. (Also I. C. S. Complete Advertising.) Knowledge printing, engraving, illustrating, general campaigns, mediums. Age 26. Believe would prove asset to you—in time; until then—moderate living salary. Samples work sent, or perhaps more convincing—send test data—I'll make up copy and layout and submit! References. LEE, Box 948, c/o P. I.

**Exceptionally Experienced
SALES MANAGER, ADVERTISING MAN
and**

BUSINESS EXECUTIVE

of mature years and judgment, strong personality and rapid-fire initiative, now open for connection with established concern or reliable persons on new project where big things are demanded and must be accomplished, and where man of largest calibre is essential to success. Terms: percentage of sales, with reasonable drawing account. Prepared to submit credentials and all proofs, in person—and to locate anywhere. Now employed as General Manager Sales and Advertising large New York corporation. Address: Box 949, c/o P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING**GENERAL PRINTING CATALOGUE and BOOKLET WORK.—**

Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary cylinder, perfecting, job and embossing presses, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. The Winthrop Press, 141 E. 26th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

Exceptional Trade Monthly, doing nearly \$25,000 gross business, in growing field—\$15,000 for quick sale. Harris-Dibble Company, 171 Madison Ave., New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standard 3½x8, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn., Register, Lead's want ad. med. of State. 1c a wd. Av. 14, 1944.

The Portland, Me., Even's Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c a wd., 7 times fc.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn. Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 14, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60, 64, 68, 72, 76, 80, 84, 88, 92, 96, 100, 104, 108, 112, 116, 120, 124, 128, 132, 136, 140, 144, 148, 152, 156, 160, 164, 168, 172, 176, 180, 184, 188, 192, 196, 200, 204, 208, 212, 216, 220, 224, 228, 232, 236, 240, 244, 248, 252, 256, 260, 264, 268, 272, 276, 280, 284, 288, 292, 296, 300, 304, 308, 312, 316, 320, 324, 328, 332, 336, 340, 344, 348, 352, 356, 360, 364, 368, 372, 376, 380, 384, 388, 392, 396, 400, 404, 408, 412, 416, 420, 424, 428, 432, 436, 440, 444, 448, 452, 456, 460, 464, 468, 472, 476, 480, 484, 488, 492, 496, 500, 504, 508, 512, 516, 520, 524, 528, 532, 536, 540, 544, 548, 552, 556, 560, 564, 568, 572, 576, 580, 584, 588, 592, 596, 600, 604, 608, 612, 616, 620, 624, 628, 632, 636, 640, 644, 648, 652, 656, 660, 664, 668, 672, 676, 680, 684, 688, 692, 696, 700, 704, 708, 712, 716, 720, 724, 728, 732, 736, 740, 744, 748, 752, 756, 760, 764, 768, 772, 776, 780, 784, 788, 792, 796, 800, 804, 808, 812, 816, 820, 824, 828, 832, 836, 840, 844, 848, 852, 856, 860, 864, 868, 872, 876, 880, 884, 888, 892, 896, 900, 904, 908, 912, 916, 920, 924, 928, 932, 936, 940, 944, 948, 952, 956, 960, 964, 968, 972, 976, 980, 984, 988, 992, 996, 1000, 1004, 1008, 1012, 1016, 1020, 1024, 1028, 1032, 1036, 1040, 1044, 1048, 1052, 1056, 1060, 1064, 1068, 1072, 1076, 1080, 1084, 1088, 1092, 1096, 1100, 1104, 1108, 1112, 1116, 1120, 1124, 1128, 1132, 1136, 1140, 1144, 1148, 1152, 1156, 1160, 1164, 1168, 1172, 1176, 1180, 1184, 1188, 1192, 1196, 1200, 1204, 1208, 1212, 1216, 1220, 1224, 1228, 1232, 1236, 1240, 1244, 1248, 1252, 1256, 1260, 1264, 1268, 1272, 1276, 1280, 1284, 1288, 1292, 1296, 1300, 1304, 1308, 1312, 1316, 1320, 1324, 1328, 1332, 1336, 1340, 1344, 1348, 1352, 1356, 1360, 1364, 1368, 1372, 1376, 1380, 1384, 1388, 1392, 1396, 1400, 1404, 1408, 1412, 1416, 1420, 1424, 1428, 1432, 1436, 1440, 1444, 1448, 1452, 1456, 1460, 1464, 1468, 1472, 1476, 1480, 1484, 1488, 1492, 1496, 1500, 1504, 1508, 1512, 1516, 1520, 1524, 1528, 1532, 1536, 1540, 1544, 1548, 1552, 1556, 1560, 1564, 1568, 1572, 1576, 1580, 1584, 1588, 1592, 1596, 1600, 1604, 1608, 1612, 1616, 1620, 1624, 1628, 1632, 1636, 1640, 1644, 1648, 1652, 1656, 1660, 1664, 1668, 1672, 1676, 1680, 1684, 1688, 1692, 1696, 1700, 1704, 1708, 1712, 1716, 1720, 1724, 1728, 1732, 1736, 1740, 1744, 1748, 1752, 1756, 1760, 1764, 1768, 1772, 1776, 1780, 1784, 1788, 1792, 1796, 1800, 1804, 1808, 1812, 1816, 1820, 1824, 1828, 1832, 1836, 1840, 1844, 1848, 1852, 1856, 1860, 1864, 1868, 1872, 1876, 1880, 1884, 1888, 1892, 1896, 1900, 1904, 1908, 1912, 1916, 1920, 1924, 1928, 1932, 1936, 1940, 1944, 1948, 1952, 1956, 1960, 1964, 1968, 1972, 1976, 1980, 1984, 1988, 1992, 1996, 2000, 2004, 2008, 2012, 2016, 2020, 2024, 2028, 2032, 2036, 2040, 2044, 2048, 2052, 2056, 2060, 2064, 2068, 2072, 2076, 2080, 2084, 2088, 2092, 2096, 2100, 2104, 2108, 2112, 2116, 2120, 2124, 2128, 2132, 2136, 2140, 2144, 2148, 2152, 2156, 2160, 2164, 2168, 2172, 2176, 2180, 2184, 2188, 2192, 2196, 2200, 2204, 2208, 2212, 2216, 2220, 2224, 2228, 2232, 2236, 2240, 2244, 2248, 2252, 2256, 2260, 2264, 2268, 2272, 2276, 2280, 2284, 2288, 2292, 2296, 2300, 2304, 2308, 2312, 2316, 2320, 2324, 2328, 2332, 2336, 2340, 2344, 2348, 2352, 2356, 2360, 2364, 2368, 2372, 2376, 2380, 2384, 2388, 2392, 2396, 2400, 2404, 2408, 2412, 2416, 2420, 2424, 2428, 2432, 2436, 2440, 2444, 2448, 2452, 2456, 2460, 2464, 2468, 2472, 2476, 2480, 2484, 2488, 2492, 2496, 2500, 2504, 2508, 2512, 2516, 2520, 2524, 2528, 2532, 2536, 2540, 2544, 2548, 2552, 2556, 2560, 2564, 2568, 2572, 2576, 2580, 2584, 2588, 2592, 2596, 2600, 2604, 2608, 2612, 2616, 2620, 2624, 2628, 2632, 2636, 2640, 2644, 2648, 2652, 2656, 2660, 2664, 2668, 2672, 2676, 2680, 2684, 2688, 2692, 2696, 2700, 2704, 2708, 2712, 2716, 2720, 2724, 2728, 2732, 2736, 2740, 2744, 2748, 2752, 2756, 2760, 2764, 2768, 2772, 2776, 2780, 2784, 2788, 2792, 2796, 2800, 2804, 2808, 2812, 2816, 2820, 2824, 2828, 2832, 2836, 2840, 2844, 2848, 2852, 2856, 2860, 2864, 2868, 2872, 2876, 2880, 2884, 2888, 2892, 2896, 2900, 2904, 2908, 2912, 2916, 2920, 2924, 2928, 2932, 2936, 2940, 2944, 2948, 2952, 2956, 2960, 2964, 2968, 2972, 2976, 2980, 2984, 2988, 2992, 2996, 3000, 3004, 3008, 3012, 3016, 3020, 3024, 3028, 3032, 3036, 3040, 3044, 3048, 3052, 3056, 3060, 3064, 3068, 3072, 3076, 3080, 3084, 3088, 3092, 3096, 3100, 3104, 3108, 3112, 3116, 3120, 3124, 3128, 3132, 3136, 3140, 3144, 3148, 3152, 3156, 3160, 3164, 3168, 3172, 3176, 3180, 3184, 3188, 3192, 3196, 3200, 3204, 3208, 3212, 3216, 3220, 3224, 3228, 3232, 3236, 3240, 3244, 3248, 3252, 3256, 3260, 3264, 3268, 3272, 3276, 3280, 3284, 3288, 3292, 3296, 3300, 3304, 3308, 3312, 3316, 3320, 3324, 3328, 3332, 3336, 3340, 3344, 3348, 3352, 3356, 3360, 3364, 3368, 3372, 3376, 3380, 3384, 3388, 3392, 3396, 3400, 3404, 3408, 3412, 3416, 3420, 3424, 3428, 3432, 3436, 3440, 3444, 3448, 3452, 3456, 3460, 3464, 3468, 3472, 3476, 3480, 3484, 3488, 3492, 3496, 3500, 3504, 3508, 3512, 3516, 3520, 3524, 3528, 3532, 3536, 3540, 3544, 3548, 3552, 3556, 3560, 3564, 3568, 3572, 3576, 3580, 3584, 3588, 3592, 3596, 3600, 3604, 3608, 3612, 3616, 3620, 3624, 3628, 3632, 3636, 3640, 3644, 3648, 3652, 3656, 3660, 3664, 3668, 3672, 3676, 3680, 3684, 3688, 3692, 3696, 3700, 3704, 3708, 3712, 3716, 3720, 3724, 3728, 3732, 3736, 3740, 3744, 3748, 3752, 3756, 3760, 3764, 3768, 3772, 3776, 3780, 3784, 3788, 3792, 3796, 3800, 3804, 3808, 3812, 3816, 3820, 3824, 3828, 3832, 3836, 3840, 3844, 3848, 3852, 3856, 3860, 3864, 3868, 3872, 3876, 3880, 3884, 3888, 3892, 3896, 3900, 3904, 3908, 3912, 3916, 3920, 3924, 3928, 3932, 3936, 3940, 3944, 3948, 3952, 3956, 3960, 3964, 3968, 3972, 3976, 3980, 3984, 3988, 3992, 3996, 4000, 4004, 4008, 4012, 4016, 4020, 4024, 4028, 4032, 4036, 4040, 4044, 4048, 4052, 4056, 4060, 4064, 4068, 4072, 4076, 4080, 4084, 4088, 4092, 4096, 4100, 4104, 4108, 4112, 4116, 4120, 4124, 4128, 4132, 4136, 4140, 4144, 4148, 4152, 4156, 4160, 4164, 4168, 4172, 4176, 4180, 4184, 4188, 4192, 4196, 4200, 4204, 4208, 4212, 4216, 4220, 4224, 4228, 4232, 4236, 4240, 4244, 4248, 4252, 4256, 4260, 4264, 4268, 4272, 4276, 4280, 4284, 4288, 4292, 4296, 4300, 4304, 4308, 4312, 4316, 4320, 4324, 4328, 4332, 4336, 4340, 4344, 4348, 4352, 4356, 4360, 4364, 4368, 4372, 4376, 4380, 4384, 4388, 4392, 4396, 4400, 4404, 4408, 4412, 4416, 4420, 4424, 4428, 4432, 4436, 4440, 4444, 4448, 4452, 4456, 4460, 4464, 4468, 4472, 4476, 4480, 4484, 4488, 4492, 4496, 4500, 4504, 4508, 4512, 4516, 4520, 4524, 4528, 4532, 4536, 4540, 4544, 4548, 4552, 4556, 4560, 4564, 4568, 4572, 4576, 4580, 4584, 4588, 4592, 4596, 4600, 4604, 4608, 4612, 4616, 4620, 4624, 4628, 4632, 4636, 4640, 4644, 4648, 4652, 4656, 4660, 4664, 4668, 4672, 4676, 4680, 4684, 4688, 4692, 4696, 4700, 4704, 4708, 4712, 4716, 4720, 4724, 4728, 4732, 4736, 4740, 4744, 4748, 4752, 4756, 4760, 4764, 4768, 4772, 4776, 4780, 4784, 4788, 4792, 4796, 4800, 4804, 4808, 4812, 4816, 4820, 4824, 4828, 4832, 4836, 4840, 4844, 4848, 4852, 4856, 4860, 4864, 4868, 4872, 4876, 4880, 4884, 4888, 4892, 4896, 4900, 4904, 4908, 4912, 4916, 4920, 4924, 4928, 4932, 4936, 4940, 4944, 4948, 4952, 4956, 4960, 4964, 4968, 4972, 4976, 4980, 4984, 4988, 4992, 4996, 5000, 5004, 5008, 5012, 5016, 5020, 5024, 5028, 5032, 5036, 5040, 5044, 5048, 5052, 5056, 5060, 5064, 5068, 5072, 5076, 5080, 5084, 5088, 5092, 5096, 5100, 5104, 5108, 5112, 5116, 5120, 5124, 5128, 5132, 5136, 5140, 5144, 5148, 5152, 5156, 5160, 5164, 5168, 5172, 5176, 5180, 5184, 5188, 5192, 5196, 5200, 5204, 5208, 5212, 5216, 5220, 5224, 5228, 5232, 5236, 5240, 5244, 5248, 5252, 5256, 5260, 5264, 5268, 5272, 5276, 5280, 5284, 5288, 5292, 5296, 5300, 5304, 5308, 5312, 5316, 5320, 5324, 5328, 5332, 5336, 5340, 5344, 5348, 5352, 5356, 5360, 5364, 5368, 5372, 5376, 5380, 5384, 5388, 5392, 5396, 5400, 5404, 5408, 5412, 5416, 5420, 5424, 5428, 5432, 5436, 5440, 5444, 5448, 5452, 5456, 5460, 5464, 5468, 5472, 5476, 5480, 5484, 5488, 5492, 5496, 5500, 5504, 5508, 5512, 5516, 5520, 5524, 5528, 5532, 5536, 5540, 5544, 5548, 5552, 5556, 5560, 5564, 5568, 5572, 5576, 5580, 5584, 5588, 5592, 5596, 5600, 5604, 5608, 5612, 5616, 5620, 5624, 5628, 5632, 5636, 5640, 5644, 5648, 5652, 5656, 5660, 5664, 5668, 5672, 5676, 5680, 5684, 5688, 5692, 5696, 5700, 5704, 5708, 5712, 5716, 5720, 5724, 5728, 5732, 5736, 5740, 5744, 5748, 5752, 5756, 5760, 5764, 5768, 5772, 5776, 5780, 5784, 5788, 5792, 5796, 5800, 5804, 5808, 5812, 5816, 5820, 5824, 5828, 5832, 5836, 5840, 5844, 5848, 5852, 5856, 5860, 5864, 5868, 5872, 5876, 5880, 5884, 5888, 5892, 5896, 5900, 5904, 5908, 5912, 5916, 5920, 5924, 5928, 5932, 5936, 5940, 5944, 5948, 5952, 5956, 5960, 5964, 5968, 5972, 5976, 5980, 5984, 5988, 5992, 5996, 6000, 6004, 6008, 6012, 6016, 6020, 6024, 6028, 6032, 6036, 6040, 6044, 6048, 6052, 6056, 6060, 6064, 6068, 6072, 6076, 6080, 6084, 6088, 6092, 6096, 6100, 6104, 6108, 6112, 6116, 6120, 6124, 6128, 6132, 6136, 6140, 6144, 6148, 6152, 6156, 6160, 6164, 6168, 6172, 6176, 6180, 6184, 6188, 6192, 6196, 6200, 6204, 6208, 6212, 6216, 6220, 6224, 6228, 6232, 6236, 6240, 6244, 6248, 6252, 6256, 6260, 6264, 6268, 6272, 6276, 6280, 6284, 6288, 6292, 6296, 6300, 6304, 6308, 6312, 6316, 6320, 6324, 6328, 6332, 6336, 6340, 6344, 6348, 6352, 6356, 6360, 6364, 6368, 6372, 6376, 6380, 6384, 6388, 6392, 6396, 6400, 6404, 6408, 6412, 6416, 6420, 6424, 6428, 6432, 6436, 6440, 6444, 6448, 6452, 6456, 6460, 6464, 6468, 6472, 6476, 6480, 6484, 6488, 6492, 6496, 6500, 6504, 6508, 6512, 6516, 6520, 6524, 6528, 6532, 6536, 6540, 6544, 6548, 6552, 6556, 6560, 6564, 6568, 6572, 6576, 6580, 6584, 6588, 6592, 6596, 6600, 6604, 6608, 6612, 6616, 6620, 6624, 6628, 6632, 6636, 6640, 6644, 6648, 6652, 6656, 6660, 6664, 6668, 6672, 6676, 6680, 6684, 6688, 6692, 6696, 6700, 6704, 6708, 6712, 6716, 6720, 6724, 6728, 6732, 6736, 6740, 6744, 6748, 6752, 6756, 6760, 6764, 6768, 6772, 6776, 6780, 6784, 6788, 6792, 6796, 6800, 6804, 6808, 6812, 6816, 6820, 6824, 6828, 6832, 6836, 6840, 6844, 6848, 6852, 6856, 6860, 6864, 6868, 6872, 6876, 6880, 6884, 6888, 6892, 6896, 6900, 6904, 6908, 6912, 6916, 6920, 6924, 6928, 6932, 6936, 6940, 6944, 6948, 6952, 6956, 6960, 6964, 6968, 6972, 6976, 6980, 6984, 6988, 6992, 6996, 7000, 7004, 7008, 7012, 7016, 7020, 7024, 7028, 7032, 7036, 7040, 7044, 7048, 7052, 7056, 7060, 7064, 7068, 7072, 7076, 7080, 7084, 7088, 7092, 7096, 7100, 7104, 7108, 7112, 7116, 7120, 7124, 7128, 7132, 7136, 7140, 7144, 7148, 7152, 7156, 7160, 7164, 7168, 7172, 7176, 7180, 7184, 7188, 7192, 7196, 7200, 7204, 7208, 7212, 7216, 7220, 7224, 7228, 7232, 7236, 7240, 7244, 7248, 7252, 7256, 7260, 7264, 7268, 7272, 7276, 7280, 7284, 7288, 7292, 7296, 7300, 7304, 7308, 7312, 7316, 7320, 7324, 7328, 7332, 7336, 7340, 7344, 7348, 7352, 7356, 7360, 7364, 7368, 7372, 7376, 7380, 7384, 7388, 7392, 7396, 7400, 7404, 7408,

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and greatest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for 1914 (sworn) 19,444 dy. 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,465.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,100. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Weekly Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 7,733.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For May, 1915, 61,337 daily; 69,046 Sunday.

The absolute correctness of the latest circulation ratings accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's top paper. Largest amount of eve. adv'tg.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., 14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily, Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Brewer. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 10,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev. 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Leet. Actual average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer, Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342; for May, 1915, 132,434 daily; Sun., 165,326.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 23,553 av. May, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Adt., N. Y.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,578.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exo. Sun., Av. net dy. circulation for 1914, 19,959. **York, Pa., Dispatch and Daily**. Average for 1914, 20,522. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; **Morning Republican**, dy. av. Apr.-Sept., '14, 4,326.

Providence, R. I., Daily Journal, Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) **The Evening Bulletin**, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,658; Sunday, 90,368.

Tacoma, Wash., Ledger. Average year 1914. Daily 22,286, Sunday 29,107.

Tacoma, Wash., News. Average for year 1914, 22,576.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Ev'g Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique, (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 96,000; weekly, over 36,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'g Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, July 1, 1915

How "Hotpoint" Has Made "Big" Competition Step Lively.. <i>R. E. Dildine</i>	1
The Ins and Outs of the Work That in Ten Years Put Ontario, Cal., on the Map.	
H. S. Houston and Philadelphia Are Choice of A. A. C. of W.....	10
Summaries of Departmental Meetings.....	25
With Extracts from Some of the Addresses Delivered at the Chicago Convention, A. A. C. of W.	
The Advertisers' Session.....	25
Advertising Agents	25
Newspapers Now a Departmental.....	38
The Session of the Magazine Men.....	40
Graphic Arts Department.....	43
Business Press	47
Premiums Conference	48
Meeting of Agricultural Publishers.....	54
Poster Advertising Association Department.....	56
Meeting of Specialty Men.....	57
Religious Press Association.....	57
Big Attendance at Direct Advertising Meeting.....	58
Session of House-organ Editors.....	61
Community Advertising	62
Book Publishers' Conference.....	63
Meeting of Retail Advertisers.....	64
Teachers of Advertising.....	70
Secretaries and Editors.....	70
Directory Publishers' Meeting.....	70
Vigilance Mock Trial Enthuses Chicago.....	71
A Review of the Advertising Exhibit..... <i>Earnest Elmo Calkins</i>	73
Printers' Ink Cup Goes to Minneapolis.....	75
New Armstrong Photo Play a Hit.....	77
Prize Contests That Spur Salesmen..... <i>G. W. Littlejohn</i>	81
Of Rand, McNally & Co., Chicago.	
Nordhem on Advertising by Posters.....	88
Speaker at Chicago Convention Explains Dealer Influence Wielded by Posters.	
Importance of Color Harmony in Direct Advertising..... <i>R. S. Moore</i>	92
Of the Ault & Wiborg Company, Cincinnati, Ohio.	
Stunts That Have Multiplied Returns in Selling by Mail.. <i>Norman Lewis</i>	100
Of the House of Hubbell, Cleveland.	
Starving the Store with Bargain Advertising..... <i>W. R. Hotchkiss</i>	108
A Director of the Cheltenham Advertising Agency.	
Department Stores Are Mining the Inferior Metals and Missing the Veins of Gold.	
Editorials	120
No Need for Subterfuge in Copy—Sales Opportunities in England —Price-maintenance and the Secret Rebate—Good Will and the Public Utility.	
An "Opportunity Advertiser" Barred from Mail by Fraud Order.....	124
The Little Schoolmaster's Classroom.....	126

Index to Advertisers

PAGE	PAGE
Am. Schweizer Zeitung..... 180	Motion Picture Magazine..... 97
Associated Sunday Mags..... 22-23	Motor Age
Automobile..... 5	Motor Print
Ayer, N. W., & Son..... 1, 85	Motor World
Batten, George, Co..... 82	Munro and Harford Co..... 91
Bayer-Stroud Corporation..... 94	Nebraska Publishers' Bureau..... 68
Boston American..... 38	Needlecraft..... 11
Brown, Paul..... 180	New York American..... 45
Business Opportunity — "G. N."..... 124	New York Evening Post..... 114
Calgary Herald..... 103	New York Progresso Italo Americano..... 124
Canadian A. B. C. Members..... 103	New York Tribune..... 49-50-51-52
Canadian Courier..... 103	Nichols-Finn Advertising Co..... 7
Canadian Dailies..... 42	No-Destructo Slide Co..... 130
Canadian Farm..... 103	Ottawa Citizen..... 103
Cheltenham Advertising Ag. 9	Ottawa Free Press..... 42
Chester Times & Morning Republican..... 130	Ottawa Journal..... 42
Chicago Herald..... 98	People's Popular Monthly..... 82-83
Chicago Tribune..... 136	Philadelphia Bulletin..... 13
Class Journal Co..... 5	Pittsburgh Chronicle Tele- graph..... 129
Classified Advertisements..... 131-132	Pittsburgh Gazette Times..... 129
Coal Age..... 21	Position Wanted—"J. L."..... 115
Collier's..... 29	Printers' Ink..... 132
Country Gentleman..... 14-15	Procter & Collier Co..... 89
Curtis Publishing Co..... 14-15	Progressive Farmer..... 93, 128
Dyer, George L., Co..... 27	Punch..... 102
Edmonton Bulletin..... 42	Quebec Soleil..... 42
Engineering Record..... 65	Regina Evening Province..... 103
Every Week..... 22-23	Regina Leader..... 42
Farmers' Advocate..... 103	Robyn-Kander Movie Ticket Corporation..... 105
Farm Journal..... 16	Roll of Honor Papers..... 133
Farm, Stock & Home..... 55	St. John Telegraph & Times..... 42
Farm & Dairy..... 103	Saturday Evening Post..... 14-15
Federal Advertising Agency..... 2	Simmons-Boardman Pub. Co..... 41
Fenton & Gardiner, Inc..... 116	Smead Manufacturing Co..... 125
Gold Mark Papers..... 133	Sperry Magazine..... 46
Good Health..... 125	Sperry & Hutchinson Co..... 119
Halifax Herald & Mail..... 42	Sprague Electric Works..... 111
Hamilton Corporation..... 119	Steele, J. A..... 128
Help Wanted—"Box X, 292"..... 128	Strauss, Frank V., & Co..... 66-67
Hill Publishing Co..... 21	Successful Farming..... 30-31
Kingston British Whig..... 103	Thompson, J. Walter, Co., Ltd..... 103
Ladies' Home Journal..... 14-15	Today's..... 37
Life..... 123	Toronto Globe..... 42
Lincoln Freie Presse..... 130	Toronto Telegram..... 42
Lincoln Illustrating Co..... 130	Vancouver Province..... 42
London Free Press..... 42, 103	Want-Ad Mediums..... 132
London Opinion..... 90	Warren, S. D., & Co..... 24
Lydiatt, W. A..... 103	Weed Chain Tire Grip Co..... 79
McCann, H. K., Co., Ltd..... 103	Winnipeg Free Press..... 42
McGraw Publishing Co..... 65	Winnipeg Telegram..... 42
Macon Telegraph..... 114	Wisconsin Daily League Papers..... 86
Missouri Farmer..... 111	Wynkoop, Hallenbeck, Craw- ford Co..... 106
Modern Methods..... 129	Youth's Companion..... 127
Modern Priscilla..... 101	Zobian, James..... 80
Montreal Gazette..... 42	
Montreal Presse..... 42	
Moose Jaw Times..... 103	

To Advertising Managers

The big, important thing to you is to get big profits back from the advertising you prepare or cause to be prepared.

Your function is to *sell more of the goods your company has to sell* and sell them at *low cost*.

Your function is to *manufacture dividends* for your directors.

And so you rack your brain for strong, compelling advertising copy.

You spend your time and money on high grade, forceful illustrations to drive home in the minds of buyers the big advantages your goods possess.

And then after all your work and planning and expense, you often sow your high grade advertising seed on barren ground where only a small part of it can possibly sprout up and grow a crop of profits.

You sow on soil too cold to germinate your seeds of truth and logic because that soil has not been warmed at all by the responsiveness of human minds and human hearts.

You sow on soil too dry to send up more than sickly sprouts because it has too little of the moisture of buying power.

You've got to make a study of *intensive farming* if you're ever going to get the big results the high grade copy you put out should get.

You've got to concentrate your efforts just as far as possible on the kind of soil that advertising seed will grow in.

In this great Chicago field where millions upon millions in golden profits are garnered every year you don't need to waste a single dollar on soil that won't produce.

The Chicago Tribune will furnish you a chart that shows just where the merchandising swamps and barren sand dunes lie.

It will show you how to go about it to spend your time and effort on *highly fertilized, productive sections only*--so that every dollar spent for advertising seed will bring back twice as big results as it could otherwise.

This chart is at the disposal of any Advertising Manager who wants to make his advertising in Chicago grow dividends for his company.

Ask for it and it's yours.

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Eastern Advertising Office: - 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market St., San Francisco